SEPTEMBER 1955

# The Office

Magazine of

MANAGEMENT • EQUIPMENT • METHODS

THE JOB-PROVED

# Smith-Corona *ELECTRIC*

*with the most efficient keyboard ever designed!*

Here is the finest of *all* electrics... proved on the job in all 48 states. Operators are enthusiastic about its *exclusive* Keyboard Slope... fits natural finger movement. And more of the operating controls are located in the keyboard area than on any other typewriter! It is the *fastest* electric ever built. Its *write* is beautiful, sharp, even and distinctive. Phone today for a revealing ten minute demonstration.

***See also the Smith-Corona Carbon-Ribbon Electric***

SMITH-CORONA INC SYRACUSE 1 N Y BRANCH OFFICES OR FULL LINE DEALERS IN ALL PRINCIPAL CITIES

**For More Information Circle No. 346**

THE OFFICE, Magazine of Management, Equipment, Methods. September, 1955, Vol. 42, No. 3. Published monthly by Office Publications Co., 232 Madison Ave., New York 16, N. Y. Accepted as controlled circulation publication at East Stroudsburg, Pa. Printed in U. S. A. Subscription $3 per year, $5 for 2 years, to U. S. and Possessions. Elsewhere $4 a year, $6 for 2 years, 35c a copy.

# "*National* Accounting Machines save us, in operating costs, 51% a year on our investment."

—**CATERPILLAR TRACTOR CO.,** Peoria, Illinois
"World's largest maker of crawler tractors"

"We believe the growth of our company and the increased acceptance of our products over the past 50 years are due, in large measure, to our constant search for more efficient, economical ways of performing every operation. Thus we can continually produce better products to meet customers' expanding needs and applications.

"We use National accounting machines in our accounting work to save valuable time, reduce operating costs, and obtain needed data on schedule.

"The versatility of these machines, which enables us to switch them from one job to another, and the simplicity of training operators are also important to us." W H Franklin *Vice President*

*In your business, too, National machines will pay for themselves with the money they save, then continue savings as annual profit. Your nearby National man will gladly show how much you can save.*

*TRADE MARK REG. U. S. PAT. OFF.

*National*
ACCOUNTING MACHINES
ADDING MACHINES • CASH REGISTERS

**THE NATIONAL CASH REGISTER COMPANY,** DAYTON 9, OHIO
977 OFFICES IN 94 COUNTRIES

For More Information Circle No. 131

# HOW TO SUCCEED WHILE YOU'RE STILL YOUNG

IT SURPRISES many people to learn that the average age of the men who respond to our advertisements is closer to forty than to twenty. But it's not hard to understand why this is true! Most young men are *satisfied* with their progress in business. Their native ability and energy are enough to win them regular promotions and salary increases. They find success only a matter of time.

*But the day comes, often with a shocking suddenness, when this easy and casual progress ends abruptly.*

Many a man wakes up with a start in his thirties or forties to find that his income has leveled off, and that promotions have ceased.

"I'm not getting ahead as fast as I should," he says to himself. "Where am I going to be ten years from now?"

Sheer ability and energy can carry a man to the mid-way point in business . . . *but only a thorough knowledge of business fundamentals can help him beyond that point.*

If you realize that fact while time is still on your side—and act on it —*you can succeed while you're still young.*

## FREE—"FORGING AHEAD IN BUSINESS"

We do not claim that you must have the Alexander Hamilton Course in order to succeed in business. But we do say that *you cannot succeed without what is in the Course!*

All the Institute does is offer you a convenient and time-saving means of bringing this knowledge to you in your spare time; and in a form that has *proved* to be practical.

So that you may judge for yourself whether or not you think the Institute can help you, we have published an informative 48-page book titled "Forging Ahead in Business", for which there is no charge.

We believe that this little book will help any man get down to bedrock in his thinking; however, there's no cost or obligation for it because—frankly—we've never been able to put a price on it that would reflect its true value. Some men have found a fortune in its pages.

If you would like a complimentary copy of "Forging Ahead in Business," simply sign and return the coupon below. It will be mailed to you promptly.

ALEXANDER HAMILTON INSTITUTE
Dept. 364, 71 West 23rd Street, New York 10, N. Y.
In Canada: 57 Bloor Street, West, Toronto, Ont.

Please mail me, without cost, a copy of the 48-page book—
"FORGING AHEAD IN BUSINESS."

Name_____

Firm Name_____

Business Address_____

Position_____

Home Address_____

For More Information Circle No. 188

The Office
Magazine of MANAGEMENT • EQUIPMENT • METHODS

Trademark Reg. U.S. Pat. Off. Founded 1935. Copyright 1955 Office Publications Co. All Rights Reserved.

**Vol. 42** **September, 1955** **No. 3**

The Government Makes Business Process a Trillion Words Yearly ..... 6
A Doctor Looks at Record Keeping ..... *Quentin R. Strong, M.D.* 10
Surveys Are All Right If They Produce! ..... *Harry H. Fite* 19
Systems Meeting ..... 25
Camera! ..... 45
New Books ..... 67
Good Light, Clean Air and Cool Water in Ebco's New Offices ..... 69
Credit Unions: On-the-Job Banking ..... *Sidney Feldman* 73
Work Simplification? Yes. Job Simplification? Maybe ..... *Edmond W. McNamara* 77
An IDP Order-Invoice System ..... *Walter T. Gibson* 78
Lick That Habit of Worrying ..... *Carroll H. Jones* 82
New York City's Employee Suggestion Program ..... *Herman Limberg* 87
Principles of Coding in Business ..... *Daniel L. Grant* 104
How Convair Improved Its Photographic Methods ..... *Charles Lahr Jr.* 113
Be Your Own Talent Scout ..... *Seymour Paget* 121
Now Elevators Can Talk ..... 130
New Badges for National Business Show ..... 134
NSOEA Convention ..... 144
National Conference & Exhibit Calendar ..... 146
NBFA Convention ..... 149
Man's Working Life Is Lengthening ..... *Seymour L. Wolfbein* 149
New Products ..... 156
News of the Office ..... 202
75th Anniversary of Office Equipment Manufacturer ..... 209
News of the Industry ..... 214
As We See It ..... 234

*ON THE COVER: Foreman's office at Ebco Mfg. Co. (see page 69).*

WILLIAM SCHULHOF, *Publisher*

WILLIAM R. SCHULHOF, *Editor* JAMES GORMAN, *Managing Editor*
THE OFFICE is published on the first of every month by Office Publications Company, 232 Madison Avenue, New York 16, N. Y. Telephone: LExington 2-2245.
Cables: Wilhof, New York.

Chicago Office: Civic Opera Building, 20 North Wacker Drive, Chicago 6, (Fred E. Zindler) ANdover 3-2668.

SUBSCRIPTION: One Year $3, Two Years $5, to U. S. and Possessions.
To All Other Countries, One Year $4, Two Years $6.
Also publishers of the annual export editions:
LA OFICINA and OFFICE EQUIPMENT EXPORTER.

BPA

Member of
Society of Business Magazine Editors
National Business Publications, Inc.
Business Publications Audit of Circulation, Inc.

NBP

**CIRCULATION OF THIS ISSUE OVER 36,000 COPIES**

# The Government Makes Business Process a Trillion Words Yearly

THE Commission on Organization of the Executive Branch of the Government and its Task Force on Paperwork Management, in a report to Congress, showed the way to large savings through a reduction in the work load now imposed upon individuals and corporations in the form of a "wilderness of 4,700 different reports, forms and questionnaires."

Elimination of many unnecessary or duplicative forms, simplification of hundreds of others, and a reduction in the inordinately large number of records and accounts which must be retained indefinitely by industry under the present cumbersome practices could be achieved without depriving the Government of any essential data, the commission explains. At the same time the agencies' own paperwork costs could be reduced proportionately.

The task force, as an experiment, brought about annual savings of more than $15,000,000 on only 26 representative paperwork items through cooperative action of industry committees and the Federal agencies involved, and the commission recommends that the President direct continuance of this experiment to effect reductions on a comparable scale, wherever feasible, throughout the rest of the Government.

This report is based on a study of paperwork problems of industry in its relations with the Government. An earlier report was made (THE OFFICE, April, 1955, page 102) on the paperwork involved merely in Federal agencies' dealing with each other. Both studies were made by the same task force headed by Emmett J. Leahy, Leahy & Co., management consultants. Incorporated in the present studies is an outline of the substantial progress already made in implementing some of the suggestions of the earlier report.

In carrying out its second assignment, the task force set up 29 committees representing various industries to make studies of the reports and forms which they were required to answer. The committees concentrated on 328 of the 4,700 reporting requirements. Their studies showed that 51 of these items were duplications and 33 others also were dropped from further tests for various reasons. For the remaining 244 cases, the task force acted as a catalyst between the industry committees and the Federal agencies in the attempt to work out some relief from the burden of required answers.

In 49 cases, the commission notes, agreements for elimination, simplification or modification were brought about between the committees and the 32 Government agencies involved. In 26 other instances, partial agreement was reached. At the end of the four-month experiment, 169 targets remained for further study by the Government agencies and the committees. In only 26 of the 75 instances in which partial or complete agreement was reached, industry saving would amount to $10,183,000 a year and the Government would save $5,091,800. On 25 items alone in the 169 cases of red tape it left for further action, savings of $100,000,000 are estimated to be possible.

As an example of the savings already in sight as the outgrowth of its sample agreements, $1,750,000 will be saved annually by the public utility companies, and half as much again by the Government, if the Federal Power Commission accepts the findings of its own representatives favoring elimination of many of the elaborate, tentative applications for certificates for small new projects. Simplification of gas and electric rate filings as agreed to by the FPC representatives, including elimi-

nation of some voluminous data which is considered by the industry to be superfluous, will save another $1,850,000. One company said it had to fill its own plane with several tons of documents and exhibits in each rate-rise case, forcing company executives to fly to Washington in another plane for hearings.

Similarly, the airlines are expecting a saving of $200,000 a year and elimination of 960,000 forms under a plan accepted by the Bureau of Customs, subject to approval by the Treasury Department, for simply rubber-stamping airway bills and invoices on approved shipments through customs.

The trucking industry expects to save $1,300,000 annually through the negotiation of an agreement with the Interstate Commerce Commission for a 25% reduction in record keeping requirements for its type of business.

A bankers' committee and the Federal Housing Administration reached an agreement for elimination of the mass of statistical data which had to be filed in support of property improvement loan insurance. The bankers estimate that the saving to their institutions will amount to about $1,500,000 a year.

The small storekeeper and little businessman is swamped with demands for the execution of elaborate and detailed forms, reports and questionnaires out of all proportion to the size of their operations. It is urged that required reports be tailored to the size of a business. Studies showed that more than 4,000,000 small businessmen must spend 5% to 29% of their time compiling reports and answering questions for the Government, thus consuming 12 to 70 days out of the average working year of 240 days and losing valuable time from their efforts to make a living.

An inventor usually must wait about 3½ years for a patent application to be processed to final action, and must submit a vastly larger amount of paperwork and 100% more specifications and

**A new service to readers . . .**

## *THE OFFICE*
## *Reader Service Department*

**For over 20 years THE OFFICE has answered inquiries from management executives on office systems, methods and equipment and on many other management problems. We will continue to help readers in this manner, wherever we possibly can. However, a large number of inquiries merely request additional information on products mentioned or advertised in THE OFFICE.**

**For the convenience of readers, and to expedite replies, two identical reader inquiry cards (the second for a subsequent reader) are now inserted in each issue of THE OFFICE. These cards may be used to obtain the desired information or literature on any of the products or systems mentioned in THE OFFICE.**

**Just circle the number found below the advertisement or description in which you are interested and drop the reply card in the mail. No postage is required. You may circle as many numbers as you desire on each card.**

**Should there be any management or equipment problems on which you feel we can be of asistance, please do not hesitate to write us. We are always glad to help.**

drawings than was the case back in 1910. The task force received many complaints about delays of this type.

"The three military services have at least three separate and distinct procedures which industry must follow in handling Government property in its possession," says the task force report. "For example, if a contractor had side by side in his plant three identical lathes which he had received respectively from the Air Force, the Army, and the Navy, he would have to maintain records on three separate forms. For the Air Force lathe, he would use the Industrial Equipment Inventory Record; for the Navy lathe, its Property Record Card, and for the Army machine, its Production Equipment Record.

The task force finds that the Federal Government "withholds normal courtesy and confidence from its suppliers and taxpayers in the most routine and repetitive transactions and does not trust its own executives and employees sufficiently to delegate to them authority to act for the Government. . . . A Government section head often is responsible for protecting the Government in expending millions of dollars, but he does not have the authority and trust to buy a $5 product when to do otherwise would cost $12 or more in paperwork alone. . . . Filling out reams of forms rather than finding the executive who can speak for the Government with authority is one of the reasons for the frustration of people and their business in their dealings with their Government."

The task force was "most impressed with the futility and the high cost of the nation's paperwork and record keeping to forestall dishonesty and error on the part of a relative few, and the pressing need for more delegation of reasonable authority as well as responsibility to the great number of trustworthy Government officers and employees."

Even if a workable and less burdensome system were effected for Federal paperwork requirements, only a partial solution of the problem will have been reached because more than 50% of today's red tape is involved in reports which must be made by individuals and business men to state, county and municipal agencies and which are not embraced in this survey. Steps should be taken to relieve this phase of the burden, too, the task force suggested.

For typical reports, it was found that the cost of processing each 5-letter word or 5-digit figure (incuding necessary research, clerical work, typing, making copies, checking each report for errors, assembling and mailing, and filing office copies) came to one cent. In the course of a year this cost is multiplied billions of times.

The studies showed: A large number of reports required of industry by Government when the information already was on hand in another bureau "down the hall." Great quantities of records submitted by industry which are not used, and, in at least one case, not even filed by the Government. Nearly a million reports annually reporting that there was nothing to report. Reports or pages of reports deliberately omitted but never missed by the Government. Many instances where the period for retention of office records by a businessman is unspecified or indefinite, and therefore may mean "forever." Requirements for the filing of repetitive or unnecessary forms, or for answers to questions which sometimes cannot be answered.

Companies sometimes just "give up" on these obviously needless reports. As an example, a certain industry is required to fill out the same papers each year to claim exemption from the provisions of a law passed in 1935. In recent years, the studies showed, more and more of the hundreds of companies involved have stopped submitting this report. Today only nine largest abide by the law, and they do so because they feel that however small the risk they

## TIME AND COST OF PROCESSING EACH WORD AND NUMBER IN MOST TYPICAL REPORTS

| | | | |
|---|---|---|---|
| 1 | LOOK UP SOURCE DATA | .010 | MINUTES |
| 2 | READ IT, WEIGH ITS USE | .094 | MINUTES |
| 3 | WRITE DRAFT | .071 | MINUTES |
| 4 | TYPE ORIGINAL | .044 | MINUTES |
| 5 | PROOF | .020 | MINUTES |
| 6 | CORRECT ERRORS | .018 | MINUTES |
| 7 | ASSEMBLE AND MAIL | .008 | MINUTES |
| 8 | FILING OFFICE COPY | .010 | MINUTES |

TOTAL TIME TAKEN IN MINUTES PER WORD . . . .275 OVER 1/4 MINUTE PER WORD

. . . AT A LOW AVERAGE CLERICAL SALARY OF $1.30 PER HOUR PLUS 100% OVERHEAD FOR SUPERVISION, RENT & SUPPLIES $X.043 OVER 4¢ PER MINUTE

MINIMUM COST OF PROCESSING EACH FIVE CHARACTER WORD OR NUMBER BY EACH PERSON PREPARING EACH REPORT . . .

**over 1¢ PER WORD**

The 1c seems trivial until multiplied by more than a trillion words which business must process each year to meet Government requirements. The time shown above under "proof" is divided into 0.01 minute per word for the worksheet and a corresponding time in reading original copy for accuracy. Correction of errors involves 0.006 minute each for original, and first and second copies. Filing time is divided evenly between worksheet and office copy.This analysis was prepared by Leahy & Co., in collaboration with Seaman & Co., both management consultants.

must continue to conform to this meaningless requirement.

An executive said that his well-known firm received a complex questionnaire on lard refinery operations, involving answers which the company itself would have liked to have; but they could not be furnished even by a trained Government investigator who spent several days at the refinery with full access to the plant, its personnel and records.

The major recommendations in the Hoover Commission's earlier report called for establishment by Executive order of a Governmentwide paperwork management program and placing responsibility for supervising this program with the General Services Administration. Such an Executive order was submitted to the Bureau of the Budget for clearance on May 6.

Many task force suggestions in its previous studies involved proposed administrative action by GSA. To make GSA a clearing house for paperwork management information in the Executive agencies, GSA has established regular inter-agency conferences in eight of its ten regions and will set up others.

The proposal for substantial reduction in the volume of inter-agency records designated as permanent is bearing fruit. The percentage of such records which must be retained indefinitely is expected to shrink from 26% to 21% during the fiscal year 1955, with further progress in 1956. Large blocks of Veterans Administration, Selective Service and Government personnel records have been removed from the "permanent" category.

GSA has set up a goal for the assignment of one-half instead of one-third of all records to central storage centers. If funds are provided to expand and maintain such facilities, use of these centers for at least 50% of all records should be attained in 1958.

GSA is reviewing the experience of the General Accounting Office, which conducted a survey of tabulating equipment, to determine the feasibility of making greater use of such equipment. The pending Executive order provides for permanent inter-agency committees to study wider use of automatic office and electric accounting machines. Legislation is pending for establishment of a central microfilm service. Steps also are being taken to expedite protection of vital records.

# A Doctor Looks At Record Keeping

**QUENTIN R. STRONG, M.D.**
*Montgomery, Ala.*

MY receptionist-bookkeeper prepares accounting records, including from 400-700 monthly patient statements, in a bookkeeping system that is rapid, simple, accurate, provides a complete current record of each patient's account, and requires a minimum of time and participation on my part. After each in-patient call, I dictate services rendered into a Dictaphone. After patient hours or the following morning, the receptionist-bookkeeper picks up the Dictabelts. As she plays them back, she brings medical histories up-to-date, then prepares all patient accounting records—the ledger, statement and a journal—in one operation by using a Burroughs Sensimatic Accounting Ma-

Dr. Strong dictating a patient's charges for transcription by his receptionist-bookkeeper.

# EASY ON THE EYES

Nancy M. Shea, Springfield, Ohio

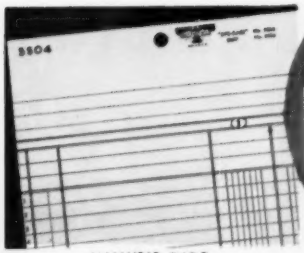
## "MISS EYE-EASE OF 1955"

*Voted Loveliest Office Employee in the U. S. A.!*

National Blank Book Company's stationers, with the help of over a million users of cool green Eye-Ease record keeping forms, voted Nancy M. Shea, Springfield, Ohio, the winner of the 1955 Miss Eye-Ease Selection.

National's "Eye-Ease", like Miss Eye-Ease, is *easy on the eyes* — and a winner! It's a combination of non-glare green paper with brown and green rulings. Entry figures stand out clearly, rulings fade into the background. Eyestrain and fatigue are reduced — speed and accuracy increased. Be sure Eye-Ease is used in your office. Your National Stationer can supply you.

*National Blank Book Co.* *89 Water St., Holyoke, Mass.*



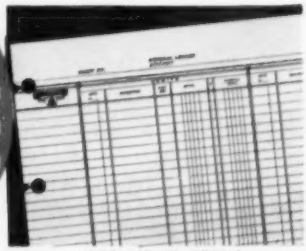
ANALYSIS PADS

NATIONAL

National

EYE-EASE

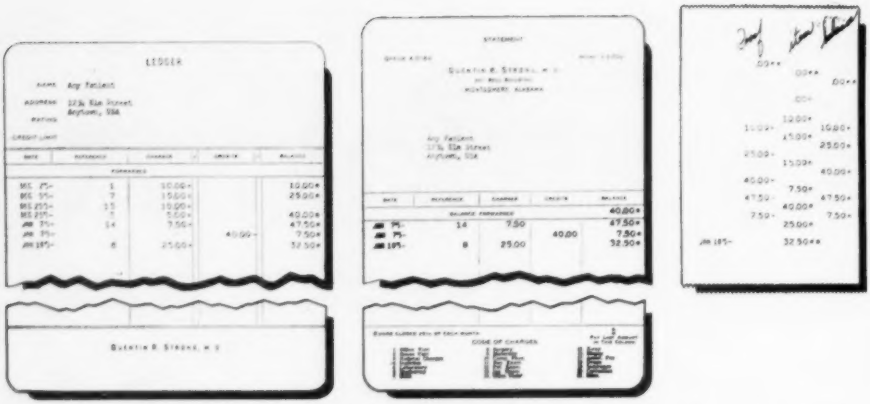
Forms



ACCOUNTING FORMS

*Also* Time and Payroll Forms, Ledger Sheets, Columnar Sheets, Accounts Receivable, Accounts Payable, Inventory Forms, Visible Sheets, Ring Books and Fillers

For More Information Circle No. 159

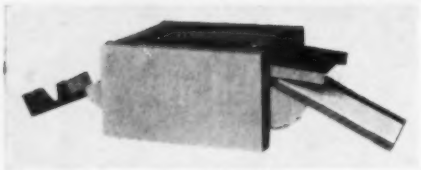


**Patient's ledger and statement with accompanying proof tape are provided in a single operation. Balances are computed and printed automatically.**

chine.

I am the only doctor in my office, am assisted by two nurses, a receptionist-bookkeeper, and have five examining rooms. My primary reason for installing the accounting system was the need for me to spend less time on record keeping work. I not only accomplished this objective but many by-product benefits have resulted. Patients, for example, have expressed more satisfaction with the neater, machine prepared state-


# *The* MARK II
## FORMS BURSTER



**EASIEST and MOST EFFICIENT to operate, SIMPLEST to maintain, MOST ECONOMICAL equipment for tearing continuous forms into individual parts. The MARK II belongs in every progressive tabulating department!**

- ***TAKES***
  *1. Any type of continuous strip form having horizontal perforations between sets.*
  *2. Marginally-punched or plain margin forms.*
- ***HANDLES***
  *1. Widths up to 17 25/32" without adjustment.*
  *2. Lengths from 3" to 22". Settings are easily and quickly made. Several lengths can be run on each setting.*

**DILLON-FORD & COMPANY**
**Designers, Manufacturers, Distributors of Business Forms Handling Equipment**
**ELECTRONIC ★ MECHANICAL**
**154 Nassau Street New York 38, N. Y. WOrth 4-2867**

For More Information Circle No. 168

# *Important* ANSWERS *to* QUESTIONS *About*

# *Rex Recorder*

## MAGNETIC *No-Needle* RECORDINGS *Plus* MIRACLE MAGIC ERASER

**Q** *Can overhead be cut with the REX RECORDER?*

**A.** **You can save from $300 to $1300 during the use of the machine**

**Q** *How does this saving happen?*

**A.** **REX RECORDER doesn't use any needle. The disc is never destroyed. Each disc is good for 10,000 uses. This gives you a definite hard cash savings.**

**Q** *You mean I do not have to have my recording discs re-surfaced?*

**A.** **That's correct. Simply slide the Magic Eraser over the disc and you are ready to dictate with a completely new surface. It's as easy as using a pencil eraser.**

**Q** *That sounds wonderful. I'd like to know how REX can be sold for so much less than other recorders?*

**A.** **It is simplicity of construction. REX RECORDER hasn't any cutting needle or turntable or feed screw. *There isn't any belt* to multiply power from motor to gear drive. REX costs only $265 per unit.**

**Q** *How does the tone value of the REX stand-up after 10,000 recordings?*

**A.** **As clear as the first recording. Because the REX does not use a cutting Jewel the discs never decrease in tone and quality. On other machines the Recording Head is expensive to replace. This is another hard cash savings with the REX RECORDER.**

**Q** *This all sounds very good—but do you have offices and service throughout the country?*

**A.** **Offices are in hundreds of important cities throughout the United States . . . and throughout the world. The true-beauty of the REX RECORDER is that it rarely needs any servicing.**

THE *Rex Recorder* *(No Needle)*

**MAGNETIC DICTATING**

**See for yourself why REX RECORDER sales tripled in one year. Use this compact machine everywhere — it is small enough to take on business trips.**

**For complete information on how REX RECORDER CAN SAVE YOU MONEY drop us a card — without any obligation on your part —**

*Exclusive National Distributor*

**AMERICAN DICTATING MACHINE CO.** *Est. 1923*

Dept. T, 65 MADISON AVENUE, N. Y. 16, N. Y., MUrray Hill 4-3554

For More Information Circle No. 134

the amazing
**VELVET ball *PEN·cil***

**the pencil that writes with INK**

- combines best features of a pencil with best features of a ball-point pen
- light as a pencil because it's wood
- banker-approved permanent ink
- full-length brass cartridge writes enough to fill 18 stenographer's notebooks
- nothing to press, turn, fill
- fully-guaranteed

Handy dozen-pack for business and industry. Blue, red, black or green ink. $3. per dozen.

Order from your commercial stationer

For sample write on your company letterhead to Dept O-9

**AMERICAN PENCIL CO., HOBOKEN, N. J.**
For More Information Circle No. 192

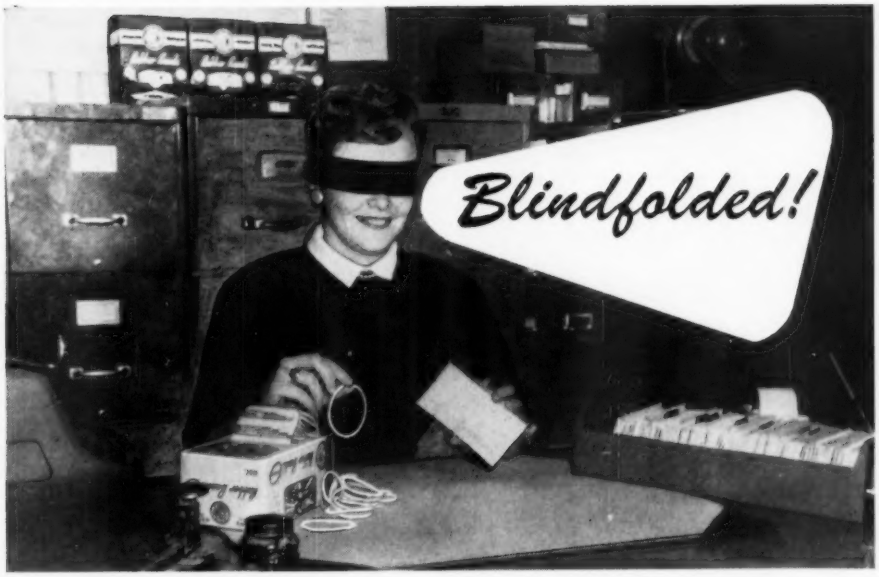

ments and with the fact they now receive statements which show the amount and reason for each charge.

At the completion of each call, it takes only a moment to dictate the services rendered. Within a matter of seconds, the receptionist-bookkeeper plays back the Dictabelt and brings the patients' records up-to-date.

In less time than it formerly took just to record the charges in the ledger book, my bookkeeper now posts the ledger and proves the accuracy of each posting with the machine. A complete statement is prepared as a by-product to the posting, and both the ledger and statement are in original print. During the same operation, the machine also prepares a daily journal of all postings. At the completion of a posting run, the total of all charges is printed automatically on the journal.

As payments are received, the bookkeeper posts the amount rendered by each patient to the patient's ledger and statement. The date of receipt and the new balance to the account are printed

Jean Talley keeps patients' ledgers and statements up-to-date.





---You could handle the modern

ARCO *Open Ring* **Stationery Bands**

*easily, fast and efficiently!*

SECURE YOUR SUPPLY
FROM YOUR **STATIONER**

**ALLIANCE RUBBER COMPANY**
**ALLIANCE, OHIO HOT SPRINGS, ARK.**

**IF YOUR DEALER IS UNABLE TO SUPPLY YOU PLEASE MAIL THIS COUPON**

**ALLIANCE RUBBER CO.**
HOT SPRINGS, ARK.

Please send FREE Sample of ARCO OPEN RING STATIONERY BANDS.

FIRM _____ ATTN. _____
ADDRESS _____ CITY _____ STATE _____
MY STATIONERY DEALER IS _____
ADDRESS _____ CITY _____ STATE _____

For More Information Circle No. 114

# Dating Stamps

## Sold around the world!

THE CROWN LINE has been acclaimed by the trade, for its EXTRA QUALITY, as the FINEST MARKING DEVICES EVER MADE . . . CROWN products are made and designed to stand up under constant use without fear of breakdown.

*For that Extra Quality . . . Economy . . . Efficiency . . . Faster Delivery . . . insist on the best line . . . "THE CROWN LINE!"*

**R. A. STEWART AND CO., INC.**

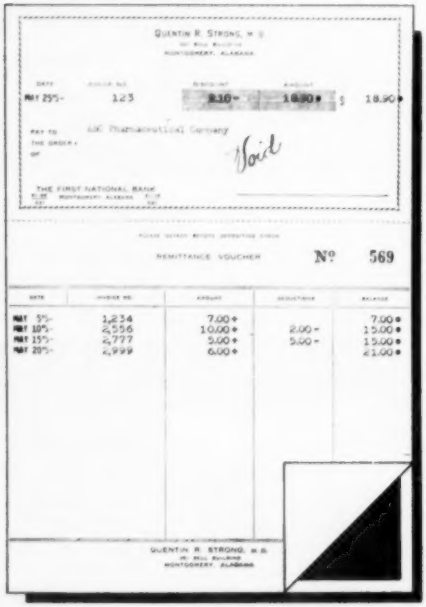
**80 Duane Street • New York 7, New York**

For More Information Circle No. 167


automatically, and a proof journal is prepared as a by-product to the operation. The total of payments received is provided on the journal at the end of the posting run.

We also handle accounts payable work on the machine. As bills are received from vendors, they are posted to the remittance voucher part of the check we use. This shows the date, the invoice number for reference, the amount of the invoice and deductions. The balance due the vendor is printed automatically. At the end of the run, the total of invoices received is provided by the machine.

As due dates arrive, the bookkeeper writes the check on the machine and at the completion of the work automatically receives the total of checks written. Discounts are automatically deducted from the gross amount to provide the net amount of the check. We easily take advantage of all discounts. A du-



QUENTIN R. STRONG, M.D.
MONTGOMERY, ALABAMA

| DATE | INVOICE NO. | DISCOUNT | AMOUNT | |
|---|---|---|---|---|
| MAY 25'- | 123 | 2.10- | 18.90+ | $ 18.90+ |

PAY TO THE ORDER OF ABC Pharmaceutical Company

Void

THE FIRST NATIONAL BANK
MONTGOMERY, ALABAMA

REMITTANCE VOUCHER № 569

| DATE | INVOICE NO. | AMOUNT | DEDUCTIONS | BALANCE |
|---|---|---|---|---|
| MAY 5'- | 1,234 | 7.00+ | | 7.00+ |
| MAY 10'- | 2,556 | 10.00+ | 2.00- | 15.00+ |
| MAY 15'- | 2,777 | 5.00+ | 5.00- | 15.00+ |
| MAY 20'- | 2,999 | 6.00+ | | 21.00+ |

QUENTIN R. STRONG, M.D.
MONTGOMERY, ALABAMA

**Accounts payable remittance voucher is posted as invoices are received, making it simple at month's end to pay all bills.**

# NOW for the FIRST TIME

## Davidson offers*...

**A 116 PAGE HANDBOOK AND CHART**

### FREE to all Davidson Dual-Lith owners*

Here it is, with over two years of painstaking preparation behind it . . . the first copy of the Davidson Operations Manual. 116 pages and 156 illustrations packed with everything there is to know about the Davidson Dual-Lith and Offset Lithography, Letterpress, Dry Offset, Embossing, Numbering, Imprinting . . . Inks, Solutions, Plates, Supplies, Paper Stocks . . . every facet of your production operations. A copy sent free to ALL DAVIDSON OWNERS in exchange for the serial number and model of your Davidson Dual-Lith.

A 21"x32" Lubrication Chart with 19 illustrations, is included in each Operations Manual.

THE WORLD'S FINEST SMALL OFFSET EQUIPMENT • DAVIDSON DUAL-LITH

* set in Reditype

DON'T OWN A DAVIDSON? . . . You may have this informative Operations Manual, the price is $5.00 per copy. Use the attached coupon, and make your check or money order payable to:

**DAVIDSON CORPORATION**
*A Subsidiary of Mergenthaler Linotype Company*
29 RYERSON STREET, BROOKLYN 5, NEW YORK

☐ The Serial & Model No's. of my Davidson are _____

Send my free copy of the Manual.

☐ I enclose my check for $5.

Name _____ Title _____

Company _____

Address _____

City _____ State _____

For More Information Circle No. 120

*The right answer at the right moment*

**with world's smallest 100 % automatic calculator**

Long distance on the wire — Paris ... London ... New York ... Unprepared, you must make an intricate calculation in a matter of seconds. But the telephonesize Facit ESA-O is alongside to make sure you're not caught napping.

Anyone — even your office-boy — can master the Facit ESA-O after 15 minutes' practice. The smallest fully automatic calculator in existence, it has an "adultsize" keyboard — but with only 10 keys! Convenient five-finger span enables you to do calculations with one hand while making notations with the other.

Precision-made parts of fine Swedish steel are your guarantee of durable performance — thousands of Facit calculators produced 20 years ago are still in daily use. Ask for our illustrated brochure FB 24 to find out about Facit's special refinements.

**FACIT**

**CALCULATOR**

**WORLD'S MOST EXPORTED CALCULATOR**

**FACIT INC.**

**404 Fourth Ave., New York 16, N. Y. • 114 Sansome St., San Francisco 4, Calif.**

For More Information Circle No. 235

plicate of the check and voucher serves as our check register.

The totals provied by the machine—charges for services, payments received, and accounts payable—are posted daily to the general ledger. This, in effect, gives me a daily, accurate picture of my business activities.

Our books are closed on the 25th of the month. Statements are in the mail on the 26th. This sound business handling of accounts encourages prompt payment and our delinquent accounts have decreased steadily since we began the system.

My receptionist-bookkeeper has frequently expressed pleasure at the speed, simplicity and automatic features of the system—and especially for no longer receiving phone calls from patients wanting an explanation of charges. As postings are made on the machine, they are proven for accuracy. However, my greatest benefit has been the reduction in time that I must devote to the record keeping work. All I do is dictate services.

# Surveys Are All Right IF They Produce!

**HARRY H. FITE**

***Management Engineer, Office of Business & Industrial Management, Office of the Deputy Chief of Staff for Logistics, Department of the Army, Washington, D. C.***

I WAS SITTING out in my garden when I got to thinking about the sins top management people and captive management engineering staffs sometimes commit against the operating people. I was thinking about some instances I'd heard about in Government. I thought that top management people and captive management engineering staffs shouldn't treat operating people that way. Why don't Government people ever learn? Then I got to thinking about people I know in business around and about and how they'd told me the

*Modern Business demands*

THIN PAPERS

to reduce typing, mailing and filing expenses.

we suggest

ESLEECK

Fidelity Onion Skin
Clearcopy Onion Skin
Superior Manifold

*for Thin Letterheads - Copies - Records*

ESLEECK MANUFACTURING COMPANY
TURNERS FALLS, MASSACHUSETTS

For More Information Circle No. 232

"COSTS CUT 60¢ per hour per machine"

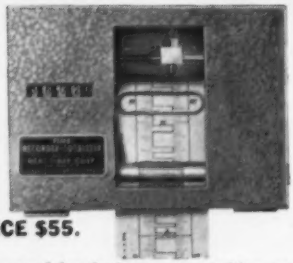
"... simplified our time study and cost analysis."

"... and, we will install your units on all our machines."

"... meets all our requirements. Ship 35 more units at once."

—just a few of the many comments we receive daily about...

TIME RECORDER-TOTALIZER



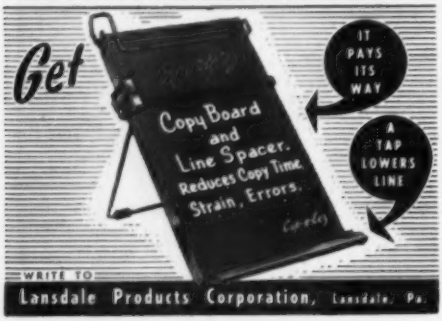
PRICE $55.

• This precision instrument provides accurate, permanent, chronological data about any machine, process or system in plant or office...on a continuous chart-roll which lasts four months. Uses no ink. Totalizer shows accumulated "on" time.

Descriptive literature OF on request.

RECORDER DIVISION
HEAT-TIMER corporation
657 BROADWAY, NEW YORK 12, N.Y.

For More Information Circle No. 214




For More Information Circle No. 215


same things happened to them.

Now the long and the short of it is just this. Captive management engineering staffs make surveys. That's why top management people capture them in the first place so they won't have to go to all the trouble of tracking down one of those fugitive outside management engineering staffs. Top management people must like surveys real well or they wouldn't do it. The captives like to make surveys because that way they get out and around a little. Before you know it you've got surveys coming out of your ears. That's what makes the operating people mad. As one operating man said to me:

"Before you know it, these jokers think they've got a *right* to make a survey anytime they feel like it and they always feel like it. So on Mondays we get organization surveys and on Tuesdays procedure surveys and maybe by Friday they work up to manpower utilization surveys, and that's the kind that hurt the most."

Whenever you got a right you got an obligation. Maybe if those captive management engineering people, and more especially their bosses, thought about their obligation as well as their rights things would be better for operating people. Whenever you get to talking about management with top management people they invariably say, "You give a man a job to do, you tell him *what* to do, but not *how* to do it. That's the way to run a business. That's the way I run *my* business!"

If making a survey of an operating department isn't an implicit, explicit (and sometimes illicit) violation of this high-sounding principle, I don't know what is. I believe that surveys are a good thing under the proper circumstances. They need not represent a violation of good principles of management if carried out with an eye to the obligations they carry with them and if several important qualifications to the principle itself are understood. These qualifications, at I see them, are:

# "Where does he find time to do so much?"

Here is a man who has discovered a new source of time, the most critical factor in today's business . . . It's right here in his handsome "*time-engineered*" Shaw-Walker desk. A marvel of efficiency, its drawer space, height, working area all give the man who sits behind it a clear mind as well as a clean desk. He can do more and do it better with less strain on both mind and body.

"*Time-Engineering*" is the exclusive quality that makes this desk and *all* Shaw-Walker equipment valuable profit tools. For never before has the efficient handling of paper work and the conservation of time been so important to profits.

Since 1899 Shaw-Walker has developed over 5,000 "*time-engineered*" products for American business. There are desks, chairs, Fire-Files, filing cabinets, loose-leaf and payroll equipment—everything for the office except machines.

**FREE TO OFFICE AND PURCHASING EXECUTIVES** *The new, 292-page Office Guide containing hundreds of ideas on how to ease and shorten office work. Write, Shaw-Walker, Muskegon 5, Michigan. Request on business letterhead, please.*

"Built Like a Skyscraper"

**SHAW-WALKER**

**Largest Exclusive Makers of Office Furniture and Filing Equipment in the World**

**Executive Offices at Muskegon, Michigan**
**Branches, Dealers in All Principal Cities**

**For More Information Circle No. 258**

1. Higher management can never completely sidestep defining the how of the job—defining method within broad limits or at least indicate how *not* to do it. Hence if higher management takes the principle too literally it is not doing its whole job.

2. Higher management by virtue of being "higher" has perspective, can see relationships not perceptible at lower levels and thereby can make a unique contribution to improving the "how" or the way a job is done.

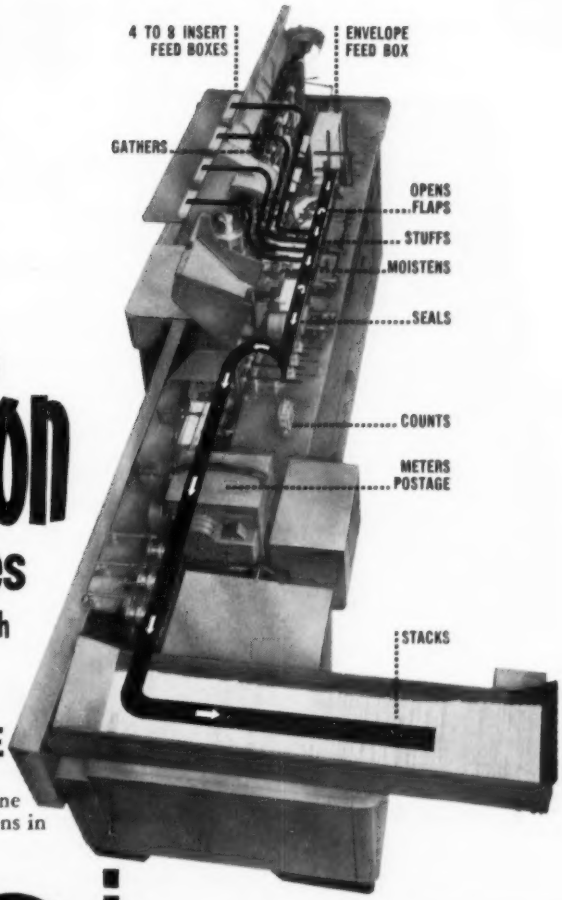
3. Higher management can afford centrally, on a pooled basis, skill and expertise which it would be too expensive to spread around generally at the departmental, divisional (or what you will) level.

The other side of the coin is that if indeed there are these justifications for top management to survey the operating level through its agents or any outside organization, there is a concommitant obligation to see to it that the process contributes improvements that vastly outweigh the disruptive effects. From the application of the principles of scientific management through the definition of the mission, organization, procedure or method, etc., the survey process, whether you call it management audit, manpower utilization or something else, must evolve new ways of doing business which represent clear *demonstrable* gains in cost, quality or time. The benefits of recommended changes cannot be merely a matter of *opinion.* The burden of proof is on the surveyor every step of the way with all borderline cases decided in favor of the surveyor. Any other doctrine is anarchy.

There are several important corollaries to this position which are given universal lip service and yet so generally ignored in practice that they are worth restating:

1. A survey is never a routine matter to the subject of the survey. Yet there is a dangerous tendency to treat them so on the part of those who authorize them. As a rule of thumb it seems

For More Information Circle No. 202




# Automation revolutionizes mailing with INSERTING & MAILING MACHINE

Inserting & Mailing Machine performs all of the operations in preparing your mailings in continuous sequence automatically.

**SEE IT IN ACTION!**

**INSERTING AND MAILING MACHINE CO.**
PHILLIPSBURG NEW JERSEY

INSERTING AND MAILING MACHINE CO.
Phillipsburg, New Jersey

☐ I'd like to see a demonstration at a local installation.

☐ Send brochure *Wider Horizons with Mechanized Mailing.*

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

0-9-55

For More Information Circle No. 170

# FREE!

## A Guide to BETTER RECORDS and IMPRESSIVE LETTERS

Here is a comprehensive resume of essential facts that will help you to more efficient paper selection. It is yours for the asking.

With this handy guide, amply illustrated and simply written, you will be better able to

- ★ *Judge paper properties and their value.*
- ★ *Determine the effect of paper prices on total record or letter costs.*
- ★ *Get correct, most economical grade for each specific need.*
- ★ *Choose papers of permanence, durability, prestige.*

If you use, select or buy record or letter papers, you will find this an invaluable guide in making the best choice for all of your needs.

**MAIL THIS COUPON TODAY**

for your free copy of

***"How to Get GREATER SERVICE AND VALUE from your RECORDS & LETTERS"***

L. L. BROWN PAPER CO., ADAMS, MASS.
Please send me FREE copy of "How To Get Greater Service and Value From Your Records and Letters."

Name_____

Title_____

Company_____

Street_____

City_____ State_____

Please Print Plainly G

*Since* 1849

# L. L. BROWN

*Record and Correspondence*

# PAPERS

LEDGERS, BONDS, INDEX
BRISTOLS & LINENS

For More Information Circle No. 178

fair to ask that a survey of a major element of any organization should have the constant surveillance if not direct supervision of a top management figure.

2. Staff assigned to the survey should be mature, expert and capable of inspiring respect of the group under scrutiny. Unbelievably, this rule is constantly violated by managements too stingy to hire top flight staffs for their internal groups or too careless to make sure that private organizations are assigning well-trained permanent staff members rather than pick-up crews hired from job to job.

3. The method employed on the survey must be the most parsimonious possible of the time of the surveyee.

a. The job should be done by the smallest possible team of surveyors supplemented by assistance from the organization to supply quick compresension and knowledge of "where to look."

b. The survey should be well planned and organized in advance on the basis

*(Continued on page 154)*

## Systems Meeting

THE Systems & Procedures Assn. of America will hold its Eighth Annual International Systems Meeting in Detroit, Oct. 10-12. General chairman of the conference is Dar E. Tisdale, Pioneer Specialty Co., Dept. OS, 6537 Russell St., Detroit. Mr. Tisdale, is past president of the SPA's Detroit chapter and a national director of the organization. The conference, entitled "Workshop for Management," will feature well-known authorities in many fields of systems engineering, who will address business executives in a series of general sessions and seminars during the three-day meeting.

For the first time, seminars on latest management developments will be held inside Detroit businesses and industrial plants. The unique industrial site meeting will take executives to the plant and office conference tables of such leading Detroit concerns as General Motors,

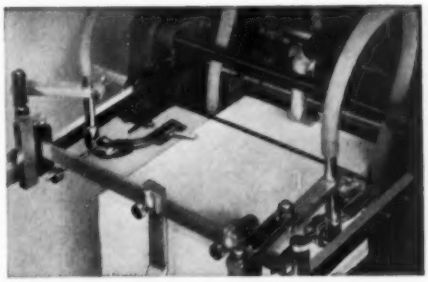

*Multilith, Davidson and Webendorfer operators!*

**STOP Mis-feeds**

**with Wale FLOATING NOZZLES!**

Having feeding trouble with your OFFSET duplicator?

Cut waste and operating costs — feed tissue, card, book paper without mis-feeds!



Shown installed on Davidson Duplicator

**WRITE for complete information and "Pressman's Paper Feeding Guide" packed full of tips on paper feeding.**

Wale Floating Nozzles*
300 Broadway, San Francisco 11, California

Please send information on Wale Floating Nozzles for ..... offset duplicator and FREE COPY of "Pressman's Paper Feeding Guide".

Name .....

Company .....

Address .....

City and State .....

*Manufactured by Roller Press, San Francisco

For More Information Circle No. 231

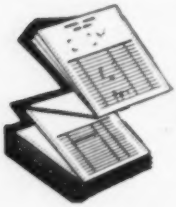
Committee members of Systems & Procedures Assn. of America discuss the in-plant seminars for their International Systems Meeting, Oct. 10-12 in Detroit. Shown are Joseph MacQueen, Allan Wood Steel Co.; Charles C. Chase, M. W. Kellogg Co.; Donald Titus, Fairbanks & Associates; Dar E. Tisdale, Pioneer Specialty Co.; Edward Hagan, Square D Co.; Wendell Morris, Detroit AAA; George Sullivan; Louis Doyle, Detrex Corp.; Wendell Fathers, Detroit Edison Co.; Lawrence Peck, Detroit Inter-Insurance Exchange; Frank Engle, American Incinerator Co.; David Merriman, Argus Cameras; Robert Valade, Beauty Counselors, Inc.; William Boesch, Park Davis Co.

Ford, Chrysler, Detroit Edison, Burroughs Corp. and Standard Accident Insurance Co.

Guest speakers will include John P. H. Dethman of Ford Motor Co., Prof. Clifford I. Haga of the University of Minnesota, David Woellner of Consolidated Vultee, Ray R. Eppert of Burroughs Corp., Richard Neuschel of McKinsey & Co., Dr. John Mauchly of Remington Rand Inc., Dr. Wesley Wiksell of Lousiana State University, and many other leaders in the field of management.


# NEW "EAZY-READ" MULTIPLE FORMS

Another QUALITY development by American Lithofold. Exclusive "407" bond combined with special carbon paper . . . Proved *easier to read* right down to the 20th copy on electric typewriters.



**PRE-TESTED AT 100 TIMES NORMAL SPEED FOR PERFECT UNATTENDED RUNNING**

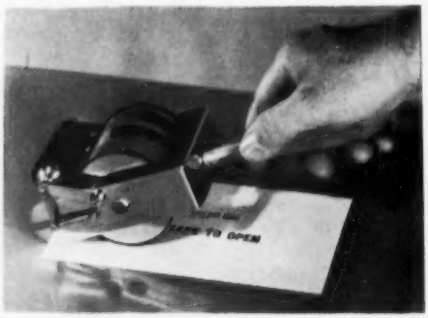
**on your *automatic* machines!**

**Write for FREE Samples**

AMERICAN Lithofold Corporation
500 BITTNER ST ST LOUIS 15 MO

For More Information Circle No. 200

**SAVES TIME-WORK-MONEY**



The Roll-A-Matic Hand Printing Wheel is handsome and ruggedly built. All metal parts are steel, cadmium plated and midnight blackened.

Thousands of impressions are obtainable from one inking of the Spanish felt ink rollers.

Unit weighs 27 oz. and is 2½" by 10½" around. Use of Interchangeable type permits quick coding changes on cartons, drums, wood boxes, etc.

**Write for Data Sheet on above and other Modern Marking Methods.**

**FORCE WESTERN, Inc.**
216 W. Jackson Blvd., Chicago 6, Ill.
Randolph 6-6937

For More Information Circle No. 201

# COMBINE CHECK PROTECTING, CHECK SIGNING AND DATING AUTOMATICALLY WITH THE F & E

## ROYAL COMPANION

## Sign-O-Meter

*(Check Signer)*

*AND DATER*

*SHOWN WITH THE F & E ROYAL PREMIER ELECTRIC CHECK PROTECTOR*

*Amounts up to $1,000,000.00 WITH FULL 8-BANK KEYBOARD*

**Accommodates single, duplicate or triplicate checks**

*Manufactured By*

**THE HEDMAN COMPANY**

**Chicago 14, Illinois**

SALES AND SERVICES IN ALL PRINCIPAL CITIES.

(MAIL COUPON)

CHECK PROTECTOR F & E CHECK SIGNER

SINCE 1914

**THE HEDMAN COMPANY,**
**1158 W. Armitage Ave.,**
**Chicago 14, Ill.** OM-9-55

*Please send without obligation complete information on the* ROYAL COMPANIONS.

INDIVIDUAL .....

FIRM .....

ADDRESS .....

CITY ..... ZONE ..... STATE .....

For More Information Circle No. 174

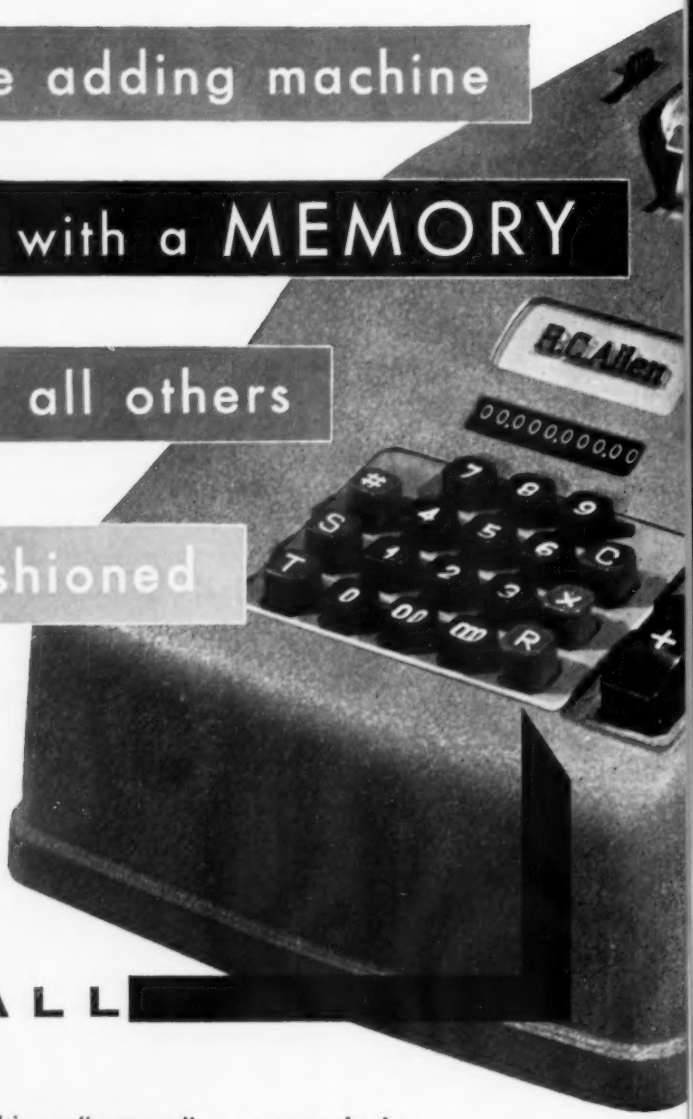
# R.C.Allen

the adding machine

with a MEMORY

makes all others

old-fashioned




the
**RECALL**
key

...gives this machine a "memory"...restores the last amount printed, instantly! Depressing this key simultaneously with the proper motor control speedily and accurately repeats debit or credit items, corrects listed errors, reverses debit or credit totals, multiplies totals and restores totals printed in error, all without re-indexing!

For More Information Circle No. 349→

No other adding machine has it. No feature since Credit Balance compares with the importance of the exclusive RECALL Key which gives this machine its "memory". This feature makes it possible for the standard control keys to accomplish more, with fewer motions and fewer opportunities for error than ever before.

**Only a demonstration can do justice to its unlimited advantages for you . . .** and its many efficiency features which include automatic step-over multiplication with positive back-space correction key, and single-double-triple cipher keys.

Call your R. C. Allen dealer today for a demonstration or write for the colorful brochure, "The Adding Machine With a Memory".

MANUFACTURERS OF FULL KEYBOARD ADDING MACHINES, A WIDE RANGE OF SPECIALIZED CASH REGISTERS, A POPULAR LINE OF DESK-MODEL BOOKKEEPING MACHINES, AND THE WORLD'S MOST ADVANCED TYPEWRITERS.

# R.C.Allen Business Machines, Inc.

679 Front Ave., N.W., Grand Rapids 4, Michigan

*the superiority of*

# Manifest Bond

**SUPERIOR TEXTURE—Proven In 10 Seconds!** You need only feel the smooth, printable quality surface of Manifest Bond!

**SUPERIOR COLOR—Proven In 10 Seconds!** Compare under natural or artificial light. See instantly the brighter, whiter, cleaner quality of Manifest Bond!

**SUPERIOR STRENGTH—Proven In 10 Seconds!** It'll take no longer to find out how much stronger Manifest Bond is than most other economy sulphites!

**SUPERIOR PERFORMANCE—Proven In 30 Seconds!** Your Eastern merchant can show you in one-half minute—to your complete satisfaction—how the dimensional stability and micromatic trimming of Manifest Bond insure smooth feeding, sheets that take ink evenly—look like a lot more than they actually cost!

If you're willing to spend one minute to find out why Manifest Bond is preferred...call your Eastern representative today!

EASTERN

EXCELLENCE IN FINE PAPERS

## Manifest Bond

"QUALITY WITH ECONOMY"

A product of Eastern Corporation • Bangor, Maine

For More Information Circle No. 108

# How 1 Baltimore Business Form takes the place of 5

***—and helps speed Musselman's fine food products to your table at the same time!***

The C. H. Musselman Company, Biglerville, Pa., famous as a packer of fine food products, has been a customer of Baltimore Business Forms for many years. Recently, our experts devised a way to incorporate five different forms—invoice, railroad bill of lading, truck bill of lading, shipping order and factory release form—in one. Result: Less paper work, speedier invoicing, and most important, faster shipment of the company's products to your grocer—and your dinner table!

WHAT'S YOUR PROBLEM? Since 1916, Baltimore Business Form's design and manufacturing experts have solved countless problems in serving over 60,000 of the nation's leading business houses. Our wealth of experience in *designing* forms to fill specific requirements ideally qualifies us to help you. Remember, often a single suggestion may save hundreds . . . even thousands . . . of dollars for your company. So, write us for help in solving your business forms problems. There's no obligation, of course.

## The Baltimore Business Forms Company

**(THE BALTIMORE SALESBOOK COMPANY)**

***Saving time and reducing costs in business and industry***

**3144 Frederick Avenue, Baltimore 29, Md.**

For More Information Circle No. 133

# DUO-CART

**THIS NEW PEN WITHOUT FILLER-ASSEMBLY IS CALLED DUO-CART BECAUSE OF THE TWO INK CARTRIDGES, ONE WORKING AND THE OTHER AS RESERVE.**

*The modern styled DUO-CART has an adjustable feeding system, which operates through a variation of the rate of the air induction. The nib is of the semi-shielded type and is built of 14 carat gold, fitted with a pure osmiridium tip. It is possible to select from a range of 11 tip styles. The cap is made of 18 carat gold plated ZR alloy or of a stainless white alloy. The pen is refilled by an ink cartridge plugged into a cartridge holder, independent from the external body. This holder contains two cartridges each of which is used in turn by reversing this cartridge assembly. The cartridges are made of polythene and have an ink capacity of 1,300 ccs each. An acoustic device gives a constant reminder when only one cartridge remains in the holder.*

*ITALIAN PATENT 8108—Patents pending.*

AURORA 88

**AURORA 88**—I, Via Arcivescovado—Torino—Italy.

For More Information Circle No. 189

# Insist on this nine-point test before buying any copying machine!

What about that copying machine you're going to buy? Will it live up to *all* your expectations?

- Will it copy from colored papers?
- Will it copy fine details?
- Will it copy from double-sided material? (one or both sides as required?)
- Will it copy from opaque material?
- Will it copy from colored inks, pencil, crayon?
- Will it copy from spirit duplications?
- Will it copy signatures?
- Will it copy the sizes you need?
- Will it copy from inks not having a carbon base?

Check now and prove to yourself that only Copease gives *complete* satisfaction on all nine checks. Copease not only handles the *complete* range of office copying, but does 95% without even a dial adjustment. So versatile, so foolproof that you always get clean, dry, non-curling copies *in seconds,* jet black on permanent white.

Copease copies of pencil, *any* ink, crayon, typing, stencil and spirit duplications, offset and printing rival the original for clarity and neatness. And Copease copies under any light, even low-hanging fluorescents.

Be sure the copying machine you buy lives up to all your expectations. Get your full money's worth with Copease, the photocopier that gives *complete* satisfaction. Prove to yourself that Copease copies everything NOW with this special FREE 3-day office trial. No obligation. Send now!

*"Copease Copies Everything"*

**Offices:** New York, 270 Park Avenue, PLaza 3-6692 • Los Angeles, 3563 Wilshire Boulevard, DUnkirk 5-2881 • Chicago, 201 N. Wells St., ANdover 3-6949 • **Distributors in Principal Cities**

**Copease***
**Duplex**
**PHOTOCOPIER**

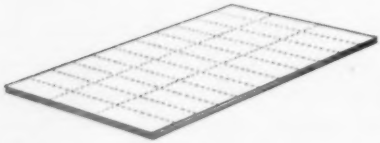
*Trademark

**COPEASE CORPORATION,** 270 Park Avenue, New York 17
BOX 09
Gentlemen: I'd like to have a free 3-day trial of
Copease in my office..... ☐
Please send free literature..... ☐
Name.....
Firm Name.....
Address.....
City..... State.....

For More Information Circle No. 313

Spee-D-Ada says:

# Here are 3 smart ways to speed up your mailings... use Dennison Addressing Labels



**1. IN SHEETS.** Most versatile kind of addressing label. Typewriter size sheets for typing and duplicating. Type 33 labels with one insertion in typewriter. Make carbons for multiple mailings. Lint-free; pod-free. 33 labels, $2\frac{13}{16}''$ x $1''$, per sheet.

**2. IN CARBON SETS.** Quick, clean, easy for typing multiple mailings. Four sheets of couponed label paper collated with one-time carbons. Labels stay lined up until snapped apart. 33 labels, $2\frac{13}{16}''$ x $\frac{15}{16}''$, per sheet; 132 to set.

**3. IN ROLLS.** Quickest, easiest for one-time mailings. Labels come in continuous strip for convenient typing and attaching. 1000 labels, $3''$ x $1''$.

All with Dennison special formula gumming for tight adhesion

*At your stationer's or write for the name of your nearest dealer.*

Dennison
FRAMINGHAM, MASSACHUSETTS

For More Information Circle No. 150

Arnot

A new way of life in the office

PARTITION-ettes*†
and OFFICE-ettes††

modular,
packaged offices in both
steel and wood

Manufactured by

ARNOT-JAMESTOWN DIVISION
AETNA STEEL PRODUCTS CORPORATION
JAMESTOWN, NEW YORK

*Pat. Pending †Trade Mark
††Licensed under DuPont Patent

For More Information Circle No. 148

So many offices *do* have Clary Adding Machines –the wish of these girls in business school is almost sure to come true!

Making a job a joy seems to be a special talent of Clary. Never has a 10-Key or Full Key machine combined such speed and quietness with simple operation. Or so much beauty on top of beautiful engineering. Never such instant response, as with Clary's Power Controls. Or such easy multiplication and division.

Clary

**Over 150,000 businesses are proving that office people do best and are happiest with *Clary*. Call today for a demonstration in your office. The yellow pages list your nearby Clary dealer or Factory Branch Office.**

**CLARY CORPORATION, SAN GABRIEL, CALIFORNIA**

Creator of modern adding machines, cash registers, electronic equipment, automatic controls, aircraft components . . . for America and the World.

For More Information Circle No. 106

# PATENTED EFFICIENCY in the Use of CARBON

# KEE LOX

## GRIP-N-PULL CARBON PAPER

WITH THE EXCLUSIVE *ECONOMIZER BOX*

1. Automatic Alignment.
2. Automatic Rotation of sheets for longer wear.
3. Automatic Warning of last typing lines.
4. Hands do not touch the coated surface.

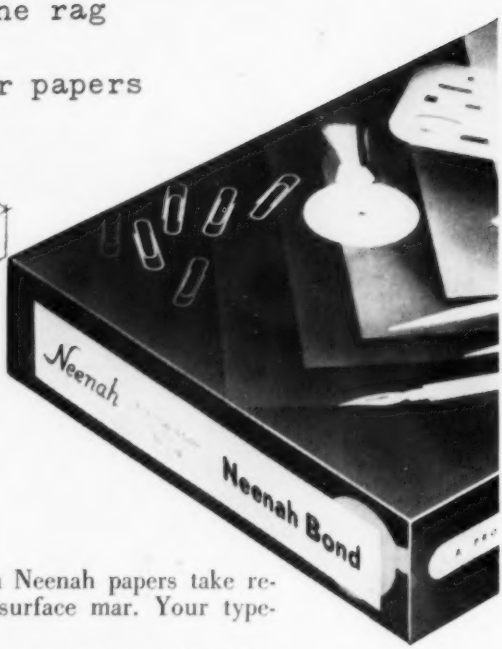
Exclusive sales rights given to dealers in Foreign Countries.

BRANCHES IN ALL LARGE CITIES IN THE U. S. A.
For Foreign, Write for Prices, Samples and Territory to
Export Dept., KEE LOX MFG. CO., Rochester 1, N. Y., U.S.A.

For More Information Circle No. 161

# **neenah** fine rag

boxed typewriter papers




prestige

permanence

The long cotton fibers in Neenah papers take repeated erasures without surface mar. Your typewritten pages are cleaner.

The long cotton fibers take repeated handling without dog-earring or breaking down.

Neenah papers are tub-sized and air-dried for a more luxurious typing surface. They are brilliantly blue-white for added prestige.

Ask your stationer for Neenah, the finest in boxed typewriter papers.

Neenah is America's most complete line of fine business papers.

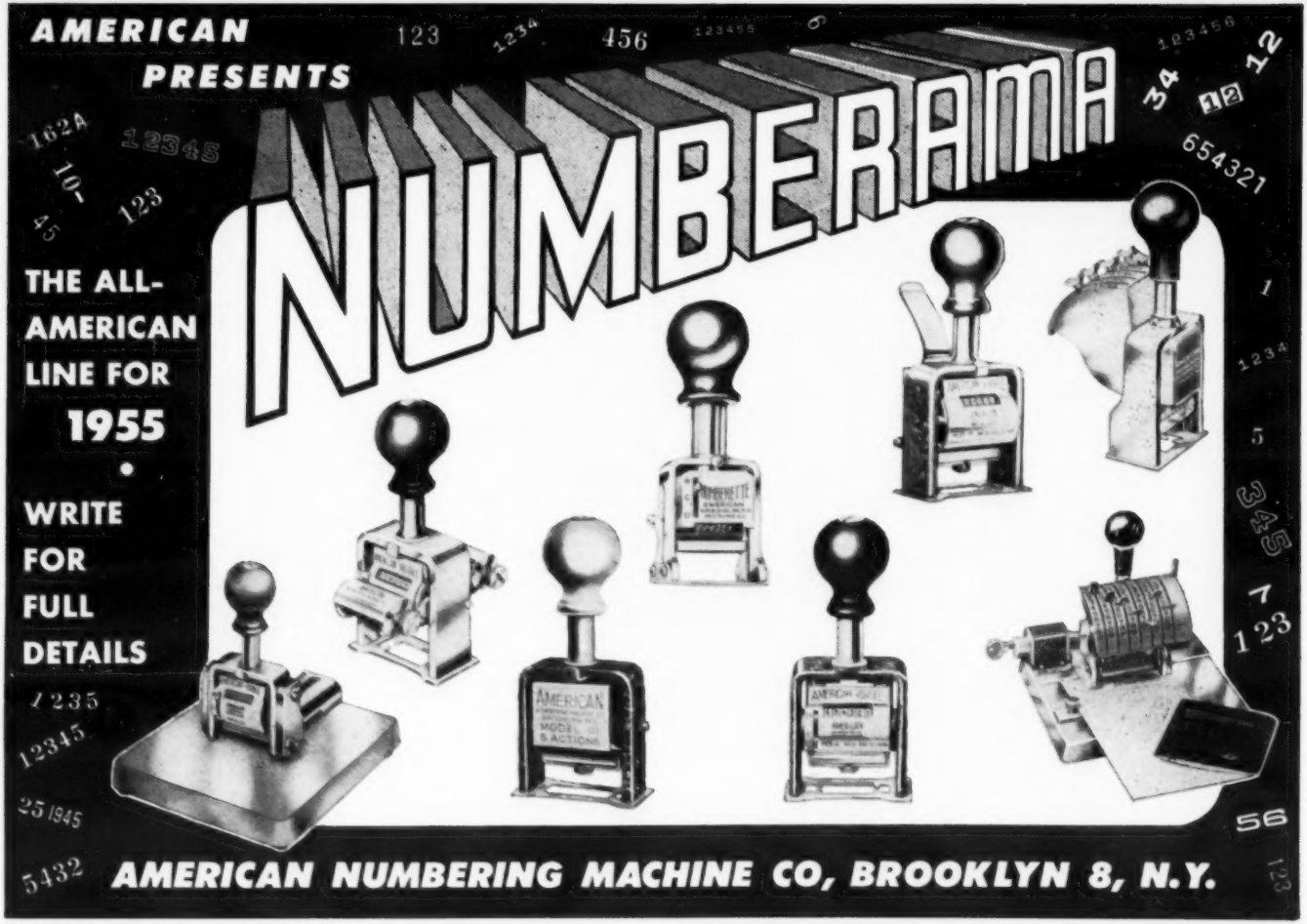
| | | |
|---|---|---|
| **Old Council Tree Bond** | **100%** | **rag** |
| **Success Bond** | **75%** | **rag** |
| **Chieftain Bond** | **50%** | **rag** |
| **Neenah Bond** | **25%** | **rag** |
| **Old Council Tree Onionskin** | **100%** | **rag** |
| **Success Onionskin** | **75%** | **rag** |
| **Neenah Onionskin** | **25%** | **rag** |

Finishes—bond and cockle
Weights—substance 7,9,13,16,20 and 24
Sizes—8½ x 11; 8½ x 13; 8½ x 14
Neenah is also available ream wrapped.

Neenah TYPEWRITER PAPERS

**NEENAH PAPER COMPANY** • Neenah, Wisconsin

For More Information Circle No. 147




For More Information Circle No. 146

FOR THE OFFICE OF DISTINCTION

Milwaukee METAL-LUX

Illustrated:
M-8000, Executive Posture Chair.
M-5000, Matching Side Arm Chair.

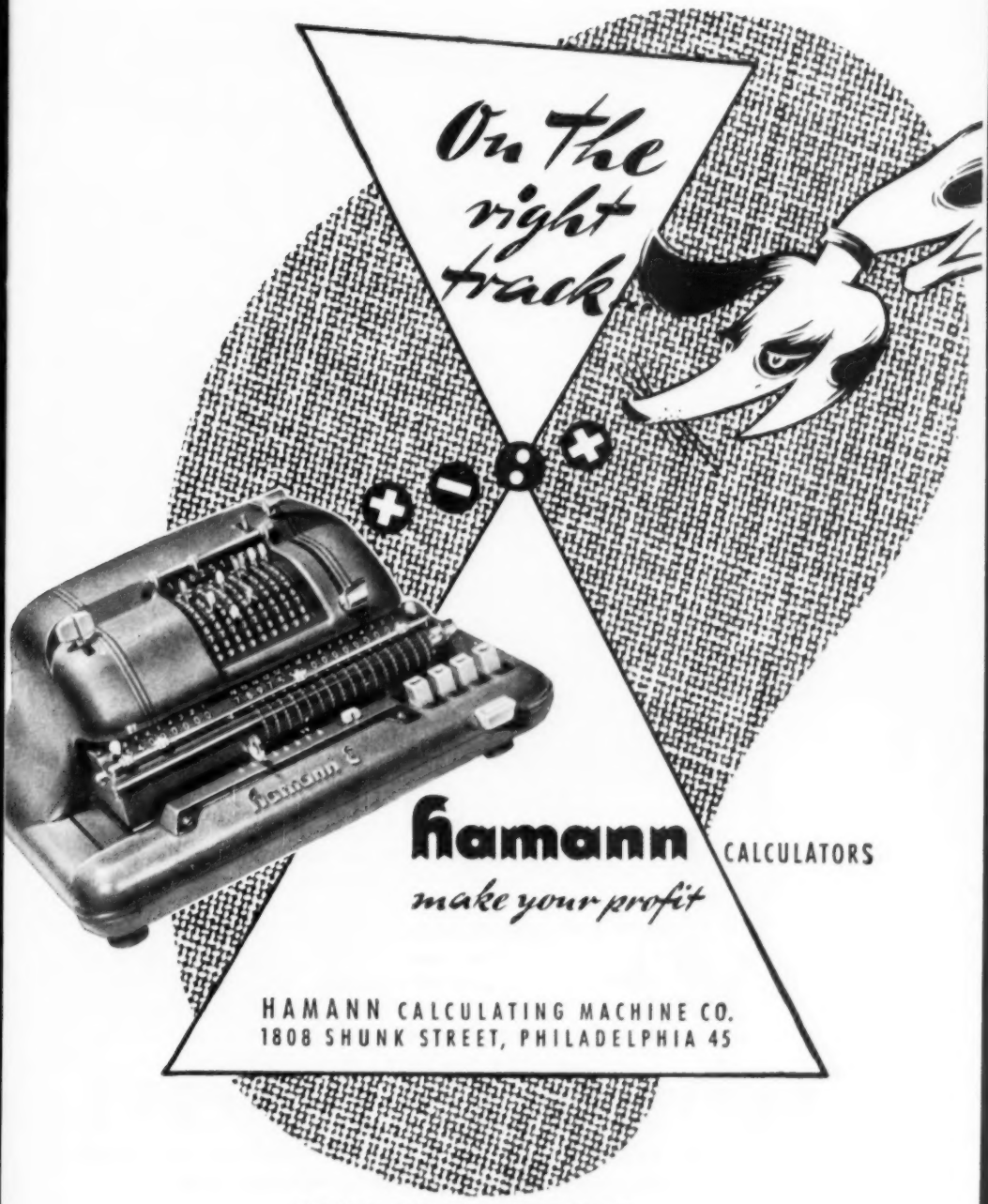
There is a touch of magic in the way MILWAUKEE METAL-LUX Chairs transform an office from the ordinary into the realm of distinction. METAL-LUX dealers capitalize on this quality of distinction. These are the chairs that give them every selling advantage: the merit of clean, modern beauty never before attained in a metal chair, superlative comfort and construction—and such obvious good value. MILWAUKEE METAL-LUX sells on sheer superiority.

If you haven't yet shared in METAL-LUX sales and profits, write for full literature today.

Visit us in
Room 536A
NSOEA Convention
Conrad Hilton
Hotel, Chicago

MILWAUKEE METAL FURNITURE COMPANY
101 N. Campbell Ave., Chicago 12, Illinois

For More Information Circle No. 183



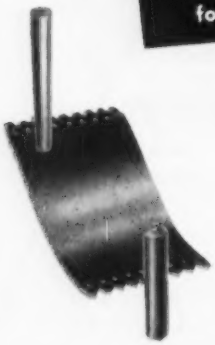

For More Information Circle No. 103

# THE WINNAH!

## Beats 'em all for durability

MERCURY-LITH ROLLERS AND BLANKETS
for Multilith printing machines

MERCURY-GRAPH ROLLERS
for Multigraph duplicating machines



# MERCURY PRODUCTS

You get extra mileage from these superior rollers and blankets because they are extra durable. They are built to meet the same severe standards as the heavy duty rollers and blankets used on the world's largest lithographic and printing presses. As a result they outlast ordinary duplicator accessories and give far finer reproduction. Try a set and see the difference.

# RAPID ROLLER COMPANY

FEDERAL AT 26TH STREET • CHICAGO 16, ILLINOIS

Eastern Office: 800 McCarter Highway, Newark 5, N. J.

For More Information Circle No. 145

# SIMPLIFY YOUR SHIPPING PAPERWORK...

Time and labor can be saved by tying in two necessary jobs—shipment addressing and preparation of shipping paperwork. A small, inexpensive paper stencil, called the Weber Tab-On Stencil, is tabbed over the ship-to or address area of your bill-of-lading form or other paperwork. In one typing, the forms and stencil are prepared with the customer's address. This same stencil is then attached to a Weber handprinter and used to imprint the address directly on containers, labels or tags. Repetitive typing eliminated. Address always corresponds with paperwork. No expensive equipment. Clip the coupon for full details.

**Weber**

**Weber Marking Systems**
**Dept. 8-I**
**Division of**
**Weber Addressing Machine Co.**
**Mount Prospect, Illinois**

MAIL FOR FULL DETAILS ON THE WEBER TAB-ON SYSTEM

COMPANY_____

INDIVIDUAL_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

For More Information Circle No. 102

# INVINCIBLE

## Files

*step up office efficiency*

Efficient filing is a must in today's business world. That's why more and more concerns look to Invincible — for the files with the "business-engineered" features. Ball-bearing guide rollers, finger-touch compressors, handles with built-in drawer latch are just a few features that cut filing clerk fatigue. What's more, smart, distinctive styling adds new beauty to any offices. See the feature packed Invincible line today.

Tabulating Card File

Card Index Files

5, 4, 3, and 2 Drawer Letter and Legal Files

*Set the pace for better business living*

# INVINCIBLE

**METAL FURNITURE COMPANY**

MANITOWOC, WISCONSIN

*In Canada:*

A. R. Davey Company Limited, Factory Representative
175 Bedford Road, Toronto 5, Canada

For More Information Circle No. 153

Eleanor Wright, operator, and Harold E. Jones, duplicating division supervisor, Federal Reserve Bank, Los Angeles, where a Geha Model 160 Stencil Duplicator is used to accurately register fill-ins on printed forms. The Geha is distributed by Milo Harding Co., Monterey Park, Calif.

# Camera

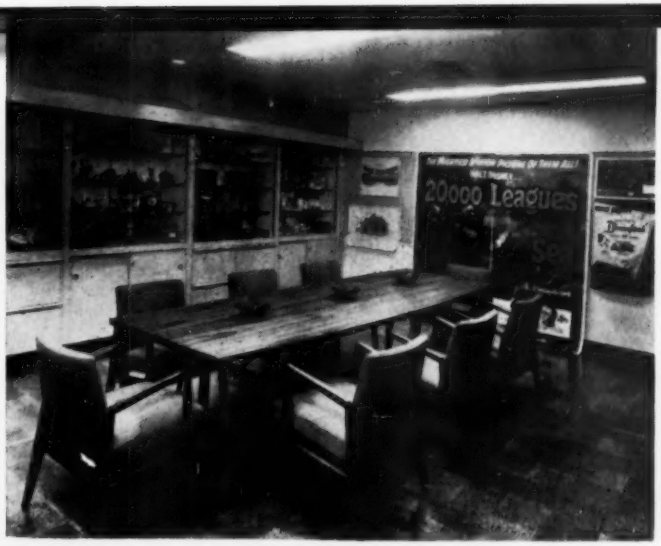
This safe, in the Jefferson Memorial Hospital at the University of Maryland, Baltimore, is lined with lead to safely store radium. Safe was made by Meilink Steel Safe Co., Toledo, Ohio.

Nick Kenny, columnist on the New York Mirror, uses a Minifon pocket recording machine to dictate notes for his column. The Minifon is distributed by Geiss-America, Chicago.

The ballroom of a private mansion was converted into office space for 18 agents of Willard Momsen Agency, Milwaukee insurance firm. The 1,250-sq. ft. area was divided by Arnot Jamestown Partition-ettes installed by Auckley Equipment Co. at approximate cost of $145 per employee.

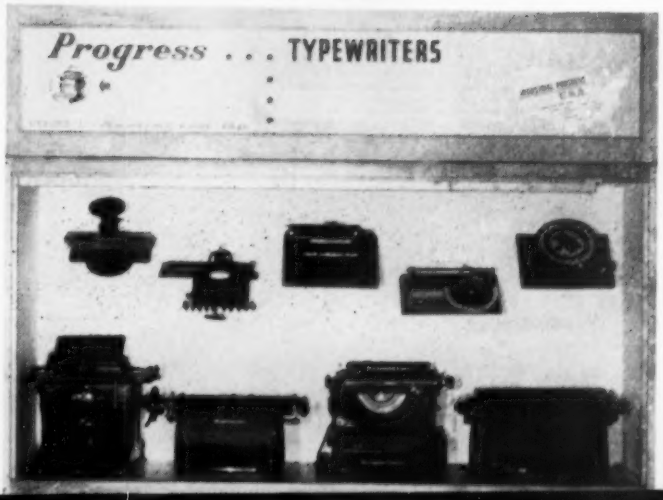
Chester Soucek, former world's amateur typing champion, dazzles Gertrude Berg, "Molly Goldberg" of TV fame, with his speed on her new Underwood DeLuxe Portable typewriter. Mrs. Berg, who has written more than 10 million words in longhand for her radio and television show, "The Goldbergs," chose her 25th anniversary in show business to learn to type.

Credit Exchange, Inc., New York, handles 5000 credit inquiries a day. Equipment shown includes Steelmaster Desks (394) made by Art Steel Co., Crediphonic recorders (395) made by Magnetic Recording Industries, Inc., and a 40-ft. Novak Flat Belt Conveyor (396). For information on any of these products, circle the parenthesized number on Reader Inquiry Card.




Conference room of Walt Disney Productions, Inc., in New York, showing 10-ft. table from the Group-8 office line of Jens Risom Design, Inc., New York.

U. S. Commissioner of Patents Robert C. Watson, second from left, makes personal presentation of patent on xerography to inventor Michael D. Phillips of Battelle Memorial Institute, Columbus, Ohio. Frank A. Steinhilper, manager of patent department of Haloid Co. and Congressman Kenneth B. Keating look on. Patent, which is expected to benefit medicine and industry, was assigned to Haloid.




Featured in the Remington Rand sponsored typewriter display of Industrial Progress USA, annual traveling exhibition of the Henry Ford Museum and Greenfield Village, Dearborn, Mich., the Remington Model One stands side-by-side with the Remington Electric of 1925, in dramatic contrast to their machines of today.

# A New Office In Philadelphia

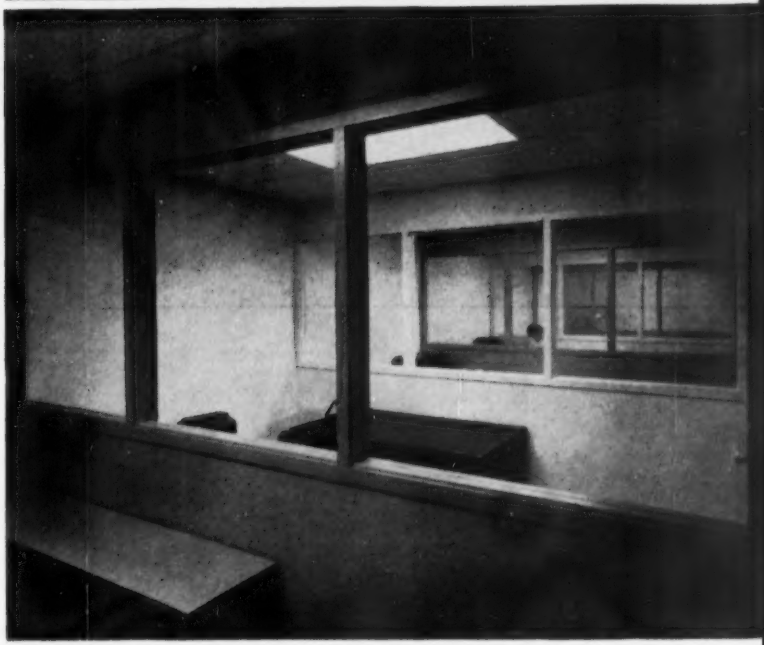
Towers, Perrin, Forster & Crosby, Inc., pension and reinsurance consultants, recently opened new offices on the 12th floor of 3 Penn Center, Philadelphia.

For the past five years, this firm has used the following payroll method which is endorsed by employees and the bank. Monthly deposits of the entire payroll for their 150 employees are made in the bank and credited every payday to the individual account of each employee. Each employee receives a duplicate deposit slip indicating amount deposited to his account. Though the company absorbs service charges incidental to such accounts, it finds the plan economical.

Wide corridors provide space for each assistant directly outside the door of the executive she works for.

Corner offices open into large area where other staff members work. Fluted glass and recessed lighting give adequate illumination for working. Carpet and sound proof ceiling absorb noise from machines and voices

J. H. Shreiner, vice president, TPF&C, selected modern furnishings for his offices. At left of photo note conversational grouping of imported occasional chairs and three-sided table, and recessed file cabinets and closet in corner of office.



Small individual offices for TPF&C junior executives and men in training have been made possible without any loss of space by the extensive use of clear glass and color variations.

Model of a 13-story (height limit) office building being erected by Tishman Realty & Construction Co. in Los Angeles. As designed by Victor Gruen, architect, it will have a five-level garage for 300 cars, a flexible air conditioning system and traveling platforms for cleaning windows. Vertical aluminum louvers on the west and east facade and horizontal aluminum sunshades on the north and south sides, will control the sun. Occupancy will begin in December.

Ryan Aeronautical Co., San Diego, screens a hundred applicants a day for 605 job classifications by using photographs to illustrate jobs, machines and skills. The indexed loose leaf binder of photos show the applicant exactly what is required, no matter what it was called where he worked before.

Safety ladder allows clerks to reach 8-ft. high shelves for supplies and less active files.

# RCA Uses Shelf Files

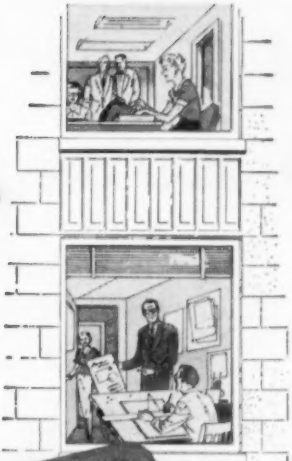
Radio Corp. of America's Engineering Products Division plant in Camden, N. J., has saved 25% in filing equipment cost and gained 30% more floorspace by installing open Hallowell Adjustable Steel Shelving for some of its active files for purchase orders, contracts, blueprints and correspondence.

All shelves are equipped with label holders as are the ends of every bank of units. Shelves are spaced at one-foot intervals. Vertical dividers, extending the full distance between shelves, are clipped in at 4" intervals. In the event different shelf or divider spacing is needed in the future, the 1" centers for both shelves and dividers will permit various alterations for filing requirements. In some units, dividers were omitted in the top shelves to allow the full area to be used for storing paper and other office supplies. The shelving is manufactured by Standard Pressed Steel Co., Jenkintown, Pa. For additional information on these shelf files, Circle No. 393 on Reader Inquiry Card.

The fact that files are in active daily use prevents dust from collecting. Files and shelves require occasional vacuuming along with the rest of the office, but shelves do not provide a catchall for unfiled papers, hats, umbrellas and miscellaneous matter.

Office in the new bottling plant of Canada Dry Ginger Ale, Inc., Maspeth, N. Y., showing Harter Posture Chairs and desks by All-Steel Equipment, Inc. The entire installation, including cafeteria furniture shown below, was made by Itkin Bros., New York.

# On floor after floor of tall office buildings



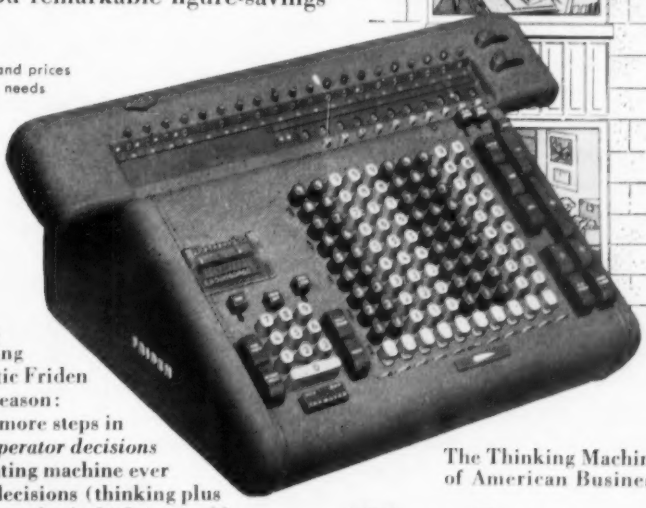
If you're with a public utility

...a wholesale house or advertising agency

...or an engineering firm—the Friden

can show you remarkable figure-savings

...in a range of sizes and prices meeting all figuring needs



More businesses of *every* kind, every day, mechanize their figuring with the fully automatic Friden Calculator—for this reason: The Friden performs more steps in figure-work *without operator decisions* than any other calculating machine ever developed. Operator decisions (thinking plus motions) take time—much of which is saved by Friden figure-thinking. Time-savings on payroll, invoices, inventory, discounts, cost control—*all* business calculations—amortize quickly the cost of this machine. And operation is no problem: So *automatic* is the Friden that anyone can use it with the simplest instructions.

The Thinking Machine of American Business

# Friden

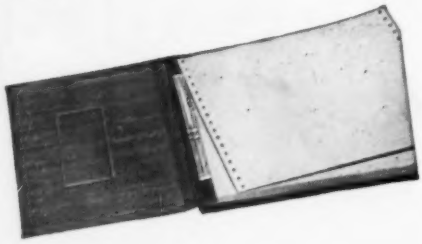
Products of Friden: THE AUTOMATIC CALCULATOR
THE NATURAL WAY ADDING MACHINE • THE COMPUTYPER
THE ADD-PUNCH MACHINE

EASY TO SEE THE COST SAVINGS a Friden can bring your business. Ask your nearby Friden Man to show you some examples with your own figure-work. Friden sales, instruction and service available throughout the U.S. and the world. FRIDEN CALCULATING MACHINE CO., INC., San Leandro, California.

© *Friden Calculating Machine Co., Inc.*

For More Information Circle No. 130

# 2 *Special* ACCO PRODUCTS



## *To Step Up Filing Efficiency*

*"Acco-Bound Papers Are SAFE Papers"* is as true today as 50 years ago. But today there is an almost unlimited selection of Acco products to insure filing efficiency in every department of your business. Your stationer will be glad to show you the Acco line and discuss your use of the newest Acco products—

### The BFC Accopress Binder

Makes your file binders into a library of neatly bound and titled books. Similar to the famous BF standard Accopress Binder but equipped with an adjustable, expandable (up to 6") back flap to provide a tight, flat indexing surface regardless of the thickness of the contents of the binder. Economical, and ideal for binding all papers.

### The Accopress Pin Prong Binder

For binding the marginal prepunched sheets used in many office machines. Available in many sizes in a choice of genuine pressboard or heavy binder board covered with canvas or black pebble grain cloth. The binder—for temporary or permanent file use—is equipped with an Acco Fastener having very narrow prongs. An indispensable aid to orderly, safe filing of business machine forms.

**ACCO PRODUCTS, INC.**
**Ogdensburg** **New York**

*In Canada: Acco Canadian Co., Ltd., Toronto*

For More Information Circle No. 182

# Speed truck deliveries with Ozalid

*Truck drivers often wasted hours waiting for invoices. Deliveries were delayed, customers complained...*

Now this food manufacturer uses a translucent order form, hand written. Terms, route, invoice number, prices and extensions are entered on the form. And *Ozalid copies serve as* invoice, packing slip, delivery receipt, sales records.

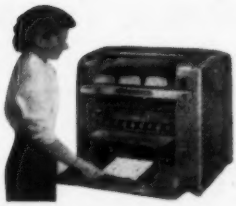
Trucks are hours ahead of their old schedules. Delivery control is improved, errors avoided, invoicing time and costs greatly reduced.

In your own company, you can find any number of Ozalid applications which will do away with retyping, and copying on cumulative records and reports, order filling and purchasing. Ozalid speeds paperwork, saves time, frees employees for more productive work.

An Ozalid machine will copy anything written, typed, printed or drawn on any translucent (lets light through) material —without photography. Reproduction is instant. A letter size copy takes less than a minute, costs less than 2¢—faster and cheaper than photocopying. And anybody can use an Ozalid machine.

Ask the nearest Ozalid distributor *(see phone book)* to show how Ozalid can help you. Or write 172 Ozaway, Johnson City, N. Y. In Canada, Hughes Owens Co., Ltd., Montreal.

OZALID—A Division of General Aniline & Film Corporation . . . *From Research to Reality.*



**OZALID**

OZAMATIC *(left) is a table model, handles sheets as wide as 16", and can make up to 1000 prints an hour.*

For More Information Circle No. 129

## with purchase of this • • • • •

**LIMITED OFFER!** Buy one of these sleek new "SCOTCH" Deluxe Desk Dispensers and twelve ½ x 1296-inch rolls of "SCOTCH" Cellophane Tape (now at the lowest prices in years!). An additional Deluxe Desk Dispenser will be given you FREE of extra cost!

You'll want to order several of these deals—it's your chance to equip every desk with these time-saving dispensers and ever-useful "SCOTCH" Cellophane Tape. Tell your supplier you want Deal "S"—but you'd better act quickly . . . supplies are limited!

**NOTE:** If you prefer tape in the ¾" width, ask for Deal "R." Same two dispensers for the price of one!

REG. U.S. PAT. OFF.

**SCOTCH**
BRAND
**Cellophane Tape**

The term "SCOTCH" is a registered trademark of Minnesota Mining and Manufacturing Company, St. Paul 6, Minn. Export Sales Office: 99 Park Ave., New York 16, N.Y. In Canada: P.O. Box 757, London, Ontario.

For More Information Circle No. 128

The impression you make there-----

depends on

the impressions

she makes here

# Better be sure she uses a ribbon by--

YOUR LETTERS will be neater, cleaner, when they are typed with Old Town typewriter ribbons. These quality-controlled ribbons are made from the finest inks and fabrics. They are self-renewing, wear uniformly and produce clear, sharp characters at all times without blur or smudge. And your secretaries will appreciate the smooth, clean erasures.

Another tip for neater correspondence . . . have your secretaries change their typewriter ribbons regularly. Tired, worn ribbons make the most sparkling letter dull reading.

**A FREE TYPEWRITER RIBBON FOR YOUR SECRETARY**

Prove to yourself that an Old Town ribbon *does* make a difference in your correspondence. Simply have your secretary address her request to us on your company stationery stating the make and model of her typewriter and the kind of type—pica (large) or elite (small). We will send her, free of charge or obligation, an Old Town ribbon for her machine along with an interesting informative folder describing the various fabrics and inkings for typewriter ribbons and the uses for which each is designed. Write Old Town Corporation, 345 Madison Avenue, New York 17, N. Y. Dept. O-9.

Old Town

*World's foremost maker of carbons, ribbons, duplicators and duplicating supplies*

**TYPEWRITER RIBBONS**

For More Information Circle No. 173

# While they last...

# SELECT ROUGH

# Monroe Calculators

## At most attractive prices to the trade

You can depend on these calculators—offered by the only outlet directly authorized by Monroe to distribute equipment of this kind in foreign countries. All are genuine Monroe Calculators in select rough condition, at prices that may be hard to duplicate later on. An exceptional opportunity for fast turnover.

**MAIL THIS COUPON TODAY!**

---

**CALCULATOR EQUIPMENT CORPORATION**

556 Central Avenue, Orange, New Jersey

Send me full information and price list on select rough Monroe Calculators now available.

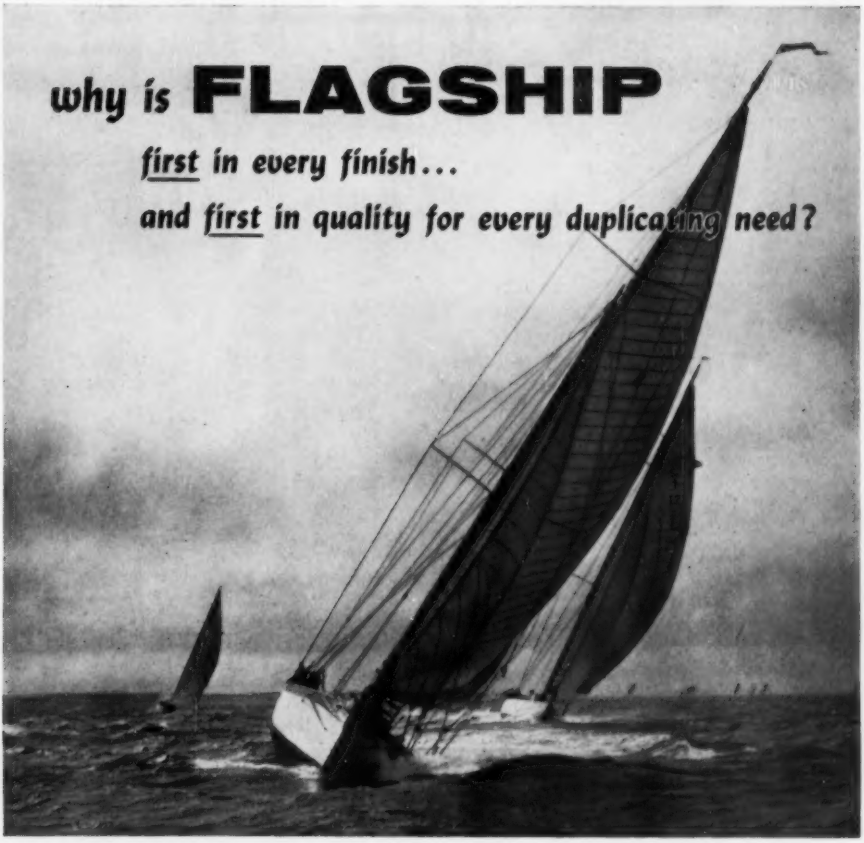
Company.....

Individual and title.....

Address.....

City.....Zone.....State.....

For More Information Circle No. 127




The patented FLAGSHIP Line of metallic back carbon papers has earned its Number One Rating by superior performance. When you offer FLAGSHIP your customers get longer wear, cleaner copies without feed-roll streaks, and the non-slip and ease of handling features that only FLAGSHIP provides—all at no extra cost! Ask the dealer who has a FLAGSHIP franchise and he'll tell you that with patented FLAGSHIP you'll sell more carbon easier than you ever have. And repeat orders go to you because your franchise is protected.

But FLAGSHIP is only a part of a broad line of fine Allied products—for every duplicating need from orange diazo carbons, a complete line of spirit products, to fluid-eradicable ribbons.

The franchise may be open now in your vicinity.

Write today for more information on how to make your carbon and ribbon sales an important profit producing source for you.

**ALLIED CARBON AND RIBBON MANUFACTURING CORPORATION**

General Offices and Factory: 165 Duane Street, New York 13, N. Y.
Western Office and Warehouse: 3404 So. Main, Los Angeles 7, Calif.

For More Information Circle No. 144

# SALES depend on quality of product!

When competition gets keen . . . when buyers compare . . . sales depend on quality of product!

For years Schweitzer have been safeguarding the quality of best-selling carbon papers by supplying the finest papers for carbonizing that modern science can create.

Only paper of the proper degree of absorbency, uniform texture and freedom from impurities can assure you of uniform absorption in the coating process. Only paper created specifically for its use can give satisfaction in performance.

Carbon Paper Manufacturers who insist on the best insist on Schweitzer Paper for Carbonizing—TOPS BY TEST for absorbency, purity, strength, and uniformity of texture.

## PETER J. SCHWEITZER, INC.

Mills at: Elizabeth & Spotswood, N. J. • Address Inquiries to Elizabeth, N. J.

LARGEST SPECIALIZED PAPER LABORATORIES IN THE UNITED STATES

For More Information Circle No. 143

they'll try...compare...and buy

the *beautiful* NEW

# REGNA

ADDING MACHINE

## and here's why:

- models with or without direct subtraction available
- revolutionary years-ahead styling
- Swedish steel assembly . . . Swiss precision counters
- fully automatic safety keyboard
- ciphers printed automatically
- signals for subtract, multiply, sub-total and total printed
- correction key clears entire keyboard
- lifetime handle construction
- scientifically designed moulded keys
- trouble-free performance . . . minimum maintenance

Sensational! That's the only word to describe the all-new REGNA Adding Machine! Streamlined as the newest cars . . . so low in cost it's a dream-come-true for small business owners. Lets many firms cut expenses and increase production by supplying a machine to every department, to every desk where adding is done. It took REGNA engineers years to develop an adding machine of such supreme quality at such a remarkably low price. It will take your customers only minutes to realize that the new REGNA is their "best adding machine buy"!

**IN CANADA:** Regna Cash Registers of Canada Ltd., 704 Notre Dame St. W., Montreal, Que., and Business Equipment Machines, 489-8 King St. W., Toronto, Ont.

**OUTSIDE CONTINENTAL U.S.:** Jorgen S. Lien, Box 507, Bergen, Norway.

**REGNA CASH REGISTERS, INC.**
**175 Fifth Avenue**
**New York 10, N. Y.**

Gentlemen:
Please send more information on the new Regna Adding Machine and outline advantages of becoming a Regna Dealer.

Name_____

Address_____

City_____ Zone____ State_____

For More Information Circle No. 314

For More Information Circle No. 142

# A Sensationally New Development

## the Klean Write PLIO-WELD* film stencil

The first and only film top stencil in the world with the film attached to the backs without any glue or other form of adhesives — the greatest improvement in stencils since we originated the film top stencils 25 years ago.

No muss or fuss . . . no more messy glue when removing film to make corrections . . . no sticking together of stencils in your file. And in addition . . . the film will never fall off the backs even when stored on your shelves for years.

Available in all colors and for all American and European duplicating machines, all in our world-famous Klean-Write quality stencils.

Absence of any glue facilitates handy filing after use. Film will not fall off the back even though stored for years.

Absence of any glue makes work easier and cleaner . . . corrections are made faster, with less trouble . . . no muss . . . no fuss.

***Sounds wonderful!***

Please send me full information on the Klean-Write Plio-Weld Film Stencil right away!

Signed.....

Address.....

City.....State.....

**FRANKEL MANUFACTURING COMPANY**

283 RIO GRANDE BLVD. • DENVER, COLORADO

*Pat. Pending

Established 1906

***Nearly 50 years of manufacturing know-how***

For More Information Circle No. 132

**at work for you all day...**

All day, you'll find the convenience of desk-side filing space paying off. You'll have too, certified protection from fire in case of emergency. All day, you'll appreciate the convenience, efficiency and dependability of the Victor Fire Drawer.

# DOUBLE-DUTY

# VICTOR FIRE DRAWER

**on guard for you all night...**

All night, your important in-work papers are under lock and key and certified to be protected from fire for a period of one hour. In the morning, you'll find your valuable papers safe and in order and ready for work. All night, your important papers have the protection of the Victor Fire Drawer.

Increasingly popular in modern offices, the Victor Fire Drawer answers desk-side protection problems. Available in Letter and Legal sizes, finished in gray, green, walnut or mahogany. The Victor Fire Drawer bears the Underwriters' Laboratories D Label and the SMNA One Hour Label.

Ask your Victor Dealer for a demonstration or write to:

VICTOR SAFE & EQUIPMENT

Remington Rand DEALER SALES
DIVISION OF SPERRY RAND CORPORATION
315 FOURTH AVENUE · NEW YORK 10, N. Y.

For More Information Circle No. 126

*World's Finest Duplicators*

**AT THE WORLD'S LOWEST PRICES**

*Introducing*

# SPEED-O-PRINT'S

## LIBERATOR MODEL 300 ELECTRIC

**SPEED-O-PRINT CORPORATION**
1801 W. LARCHMONT AVE. • CHICAGO 13, ILL.

For More Information
Circle No. 350

NOW! BRAND NEW!

# Columbia

# HECTOGRAPH MASTERS FOR XEROGRAPHY

For the first time, a hectograph master—incorporating any written, typed, drawn or printed matter *exactly* as it is on the original—can be prepared by xerography simply, economically and *in minutes*. Tedious, error-inviting steps of re-drawing, re-typing and tracing are now eliminated as well!

Specially designed for use with xerography equipment, Columbia's X-200 Black Ready-Master Units deliver the same fine results for which all Columbia Ready-Master Units have long been famous . . . you're assured complete, clear and uniform copies from all models of spirit duplicators, too. Choose either the dignified, clean-handling black or purple.

For more information about this great new development that opens up a whole new world of fast, economical duplicating applications, fill in coupon and send to us attached to business letterhead.

PREPARED IN MINUTES!

NO TYPING!

NO WRITING!

NO TRACING!

50 YEARS COLUMBIA 1905-1955

**Columbia**

RIBBONS • CARBONS
DUPLICATING SUPPLIES

COLUMBIA RIBBON AND CARBON MFG. CO., Inc.
959 Herb Hill Road, Glen Cove, N. Y.

*Please send complete information about Columbia Ready-Master Units for preparation by xerography.*

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

For More Information Circle No. 125

# NEW Books

***BRAND OF THE TARTAN** by Virginia Huck. Appleton-Century-Crofts, 35 West 32nd St., New York 1, 272 pp., $3.50.*

Traces the history of 53-year-old Minnesota Mining & Mfg. Co., developers of the Thermo-Fax dry process copying machine. In a chapter called Risks and Rewards the book tells the steps that led to the machine's present place in the office equipment field. Other chapters describe the company's fabulous rise as a classic example of free enterprise in action.

***MANAGEMENT PLANNING AND COST CONTROL FOR NEWSPAPERS.** Institute of Newspaper Controllers & Finance Officers, 230 West 41st St., New York 36, $10.*

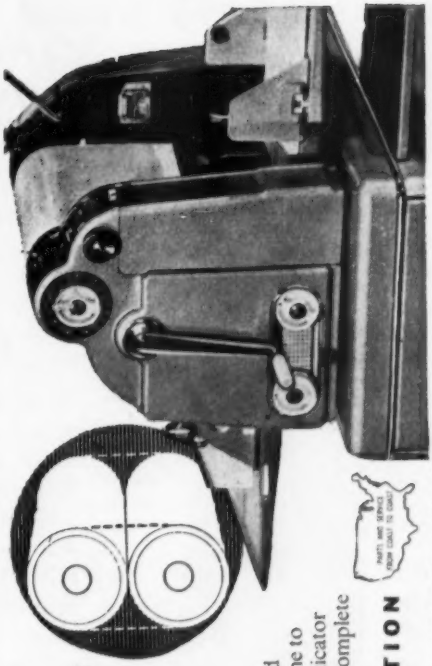
Describes and illustrates the following tools deemed essential to forward planning: a forecast, both long term and short term, of sales and expenses; an overall operating budget; a cash budget; a capital expenditure budget; departmental budgets and a method of comparing the actual performance with the forecast and reporting on results.

***THE SCOPE FOR ELECTRONIC COMPUTERS IN THE OFFICE.** Office Management Assn., 58 Victoria St., London, S.W.1, England, 102 pp., 15 Shillings.*

Papers delivered by representatives of 11 British electronic manufacturers at a recent conference there. Each paper explains in detail the particular company's system and equipment.

***RAPID CALCULATING BOOK** by Werner Hass. Buch-Union Hass & Rupp, Berlin-Neukolln, Germany, 48 pp., 2.25 Marks.*

Precalculated percentage figures, from 5% to 95% of amounts from 1 Pf to 150 DM. Altogether 13,376 figures. Includes a tabulated listing of sales profits.

Gestetner

TWIN CYLINDER SYSTEM

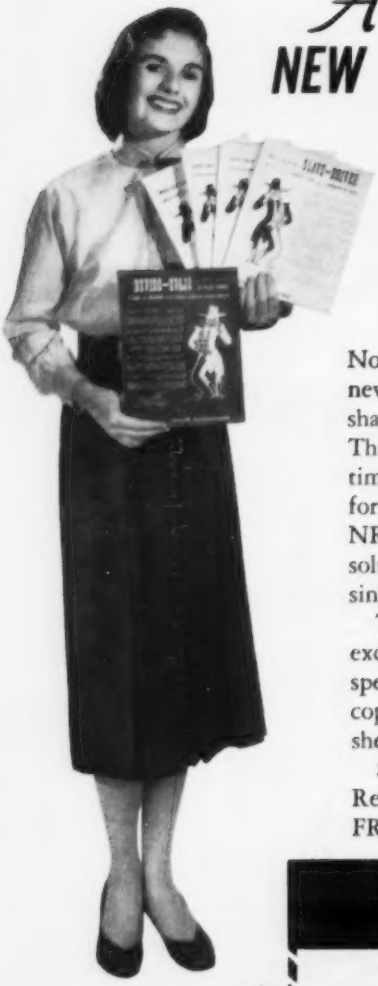
For STENCIL duplicating with a PRINTED look

*Gestetner* puts stencil duplicating in the *printing class . . .!* It was designed for exactly that purpose. The principles of the modern printing press with its dual cylinders, paste ink and oscillating rollers, plus other professional press features, combine to make *Gestetner* duplicating unmatched by any other stencil duplicator in the world. Yet a *Gestetner* costs no more . . .! Write for complete details and actual specimens.

PARTS AND SERVICE FROM COAST TO COAST

GESTETNER DUPLICATOR CORPORATION
50 McLean Avenue, Yonkers 5, N. Y.

For More Information Circle No. 315



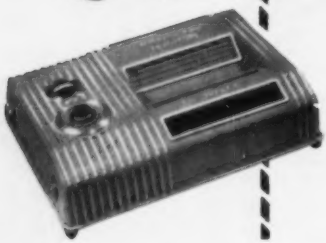
# *Announcing* NR555
# NEW CHEMICAL DISCOVERY!
## produces
# MULTIPLE PHOTOCOPIES
## from a single negative

Now—Remington Rand introduces an amazing new chemical, NR555 for producing four or more sharp Transcopy photoprints from one negative. This important new discovery offers sensational time and dollar savings wherever there is a need for multiple photocopies of the same original. NR555 added to standard Transcopy developing solutions produces highest quality multiple OR single copy prints.

The Transcopy multiple-copy formula is an exclusive development of Remington Rand. No special operating conditions required. Multiple-copy negative papers are available in pre-cut sheet sizes.

SEE FOR YOURSELF!...Contact your nearest Remington Rand office or mail the coupon for a FREE demonstration...no obligation.

**Remington Rand**
DIVISION OF SPERRY RAND CORPORATION



**Room 1940, 315 Fourth Avenue, New York 10, N. Y.**
I want a FREE demonstration of the new NR555 Transcopy multiple-copy process at no obligation.

NAME & TITLE _____

FIRM _____

ADDRESS _____

CITY _____ ZONE ____ STATE ____

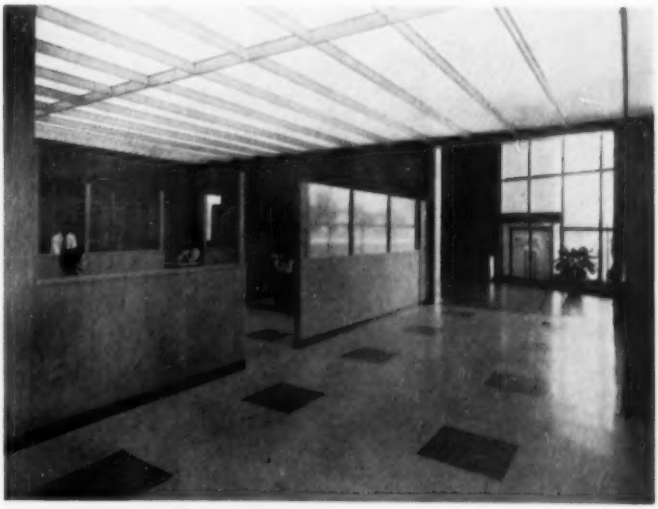
**IMPORTANT: Name of Photocopy unit now being used (if any)**

For More Information Circle No. 124

# Good Light, Clean Air and Cool Water In Ebco's New Offices

EXCEPT for its entrance lobby, the new 240,000-sq. ft. plant and office building of Ebco Mfg. Co. in Columbus, Ohio, is windowless to eliminate maintenance, breakage and glare from outside. On the wall of the entrance alcove there is a ceramic sculpture by Paul Bogatay portraying an Oasis Water Hole (Ebco makes water-coolers, refrigerated beverage dispensers and dehumidifiers). The building's only windows are at the entrance which includes an aquarium containing a study of sea life 500 miles from coastal waters. Lobby walls are curly birch trimmed with satin finish stainless steel. Floor is terrazzo and blends with the over-stuffed furniture. Near the main entrance is a doorway which leads to the visitors' coatroom and washroom where there are inside and outside telephones. Another door leads to two display rooms where Ebco products are exhibited. Over these doorways, a full color mural covers almost an entire wall. This Esther Henderson photograph of the Medicine Bow Mountains in the Wyoming Rockies is approximately 9 ft. high and 28 ft long.

Less than half a dozen men in the entire organization have what might be termed conventional offices with solid walls from floor to ceiling. The rest of the executive group is spaced about the perimeter of the large general office area. Each of these offices is separated from the next by a solid divider about 4 ft. high. Above these dividers is glass to afford maximum visibility, and save hundreds of steps each day in wasted trips to see if a co-worker is available. The general office area is a sort of secretarial pool made up of identical desks. Paneling in the entire area is limed oak and the flooring is a vinyl asbestos in 12″ blocks of tan, black and rust. The offices and lobby are air conditioned and heated by a separate unit from that which serves the factory.



For convenience of salesmen, purchasing department of Ebco Mfg. Co. is next to entrance in its new Columbus, Ohio, plant. The exterior glass shown here is the 3-million-dollar building's only window.

General office in the new windowless plant of Ebco Mfg. Co., Columbus, Ohio. Lighting through the luminous plastic ceiling produces 75 footcandles. Office has no partitions or files standing over four feet high to obstruct visibility. Note the several watercoolers at right.

From the general office area, two passageways lead to the 240,000-sq. ft. factory. With the exception of the raw materials it takes in, Ebco is almost a self-contained operation. In the case of their plating operations, as well as their polishing lines, special machines have been installed to purify the air which is run through a water wash and returned clean to the plant. By not throwing the air outside, there are direct savings to be realized in their heating and air conditioning costs. According to Louis P. Benua, vice president and works manager, "Air conditioning costs us about 50c a day per employee—during the hottest time of the year—and we could say we felt philanthropic and just did it. Air conditioning in our new plant ran in the neighborhood of $125,000. We're dead certain that we get more than that 50c back in extra worker efficiency and output — to say nothing of the added comfort. Certainly we want to do all we can to make conditions here as pleasant as possible, but air conditioning is a business approach to a tough summertime problem. We think we have it licked."

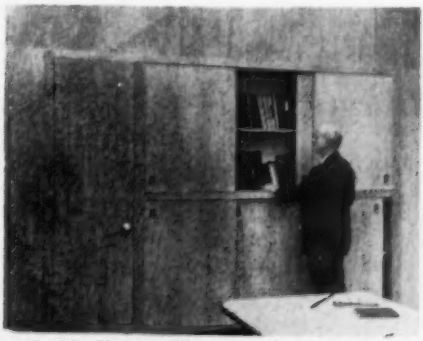
In their old plant, which they occupied for more than 40 years, Ebco's management was continually plagued by problems dealing with lighting. It seemed the only workers with sufficient light were the ones next to the windows, or directly beneath the skylights. On some days, this brightness became a hard glare, and work had to slow up. They bought window shades and they even tried painting the windows—but neither provided the final answer. Not only did the windows allow considerable heat loss

Production control boards provide complete visual record of Ebco work in process and materials on hand and on order.

in the winter, but they were in constant need of replacing, cleaning and calking. So, after visiting many other modern plants in the midwest it was decided that artificial lighting would provide 100% of the illumination.

The ceiling throughout the entire plant, including the offices, is painted white for maximum reflection. In the offices, a series of 465-volt fluorescent lighting fixtures furnish 75 footcandles through a luminous sub-ceiling, resulting in a soft light which is glare-proof and shadow-free. In the factory, where most of the 1,900 fixtures are located, work hums smoothly under a pleasant and constant 55 footcandles of illumination.

Plant engineers made one wall moveable! "Expansion," says A. R. Benua, president and general manager, "is our key. No company stands still. We never have and we never will. And we have no reason to believe that we'll do anything but grow. When we grow, we'll have room for it." The north wall of the plant can be dismantled and moved as much as 400 ft. without requiring the acquisition of additional land. A new floor would then be poured, new side walls erected, and the portable wall re-



Limed oak paneling covers general office walls. C. H. Slauter, Ebco purchasing agent, is shown at right using built-in storage cabinets.

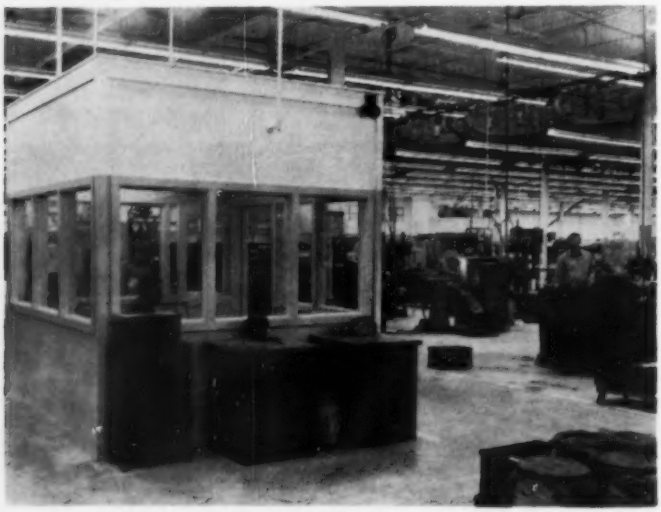
assembled. The roof extension would be added and in a few days the plant would have practically doubled its floor space.

A prime consideration in the planning of the new Ebco plant was in carrying out the company theory that the proper placement and number of watercoolers can save thousands of dollars a year. Once production facilities were placed and workers assigned an operational area, watercoolers were placed within easy reach of workers anywhere in the plant. No one needs walk more than a few paces for a refreshing drink and there's never a waiting line. By reducing the lost time resulting from long walks, Ebco saves thousands of dollars annually.

In each department, they have a small area devoted entirely to the dispensing of water for all purposes: a watercooler, wash-up sink, paper towels and waste disposers. Sinks were installed at considerable extra cost, but for a good reason. Many jobs in this plant demand the workers' hands be kept clean. Obviously, if this meant a long walk to a wash stand, many hours would be wasted in a months' or years' time. Production would greatly suffer. The individual sinks answer this need very handily and they let the department heads keep track of the workers. At closing time the workers are in their departments and the plant never takes on that "deserted" look during the working hours.

Like the rest of the plant, Ebco's tiled cafeteria is the latest word in worker comfort and in modern, well-planned cafeteria management. All walls are done in a stacked tile design which, while adding considerably to the cost, also adds to the cafeteria's charm. The vertical mortar joints give the green ceramic tiles a pleasing and unusual appearance. The room is brightly lighted and metal chairs and Formica-topped tables harmoniously blend with the decor. Along one entire wall, a rubber conveyor belt carries used dishes and utensils into the sparkling clean kitchen which adjoins the dining area. The belt and the moving dishes are both kept from sight of the other diners through the clever use of a tiled railing.

Nothing has been overlooked in this company's eager search for complete worker comfort. You can see the looks of satisfaction as each employee enters. They appreciate the niceties and they show it in their outstanding production record.



Good office management and supervisory methods extend into Ebco's factory. Each department has its own foremen's office.

# Credit Unions: On-the-Job Banking

SIDNEY FELDMAN

MANY WORKERS, beset by financial troubles, are not too worried about them. These employees are creditors who can become their own debtors. They belong to credit unions whose members pool their savings to be lent to any member upon request. No charity. No profit. Just financial self-service.

Credit union members roughly comprise these categories, according to size: (1) manufacturing, industrial employees including office workers; (2) government workers, national, state, provincial and local; (3) labor union members; (4) people living in the same community; (5) transportation and communication workers; (6) other occupations, including miners and professions; (7) food processing employees; (8) members of the same church or synagogue; (9) teachers and school employees, and (10) wholesale and retail business employees.

Today there are about 7,100,000 members of approximately 15,000 credit unions in the U. S. with total assets exceeding two billion dollars. To these can be added about 1,500,000 members of about 4,000 credit unions in Canada, with total assets exceeding half a billion dollars.

Indicative of the wide variety of companies whose employees have credit unions are three diverse groups whose activities variously concern water: Newport News Shipbuilding & Dry Dock Co., Matson Navigation Co., and Jantzen, Inc., makers of bathing suits. Credit unions are organized for workers in department stores and gas works, in chemical factories and public schools, in newspapers and insurance companies.

Most credit unions start small, with small memberships and small overhead, in small quarters. Since the need for financial aid always is present, somebody invariably worries, wonders and asks, "Why doesn't somebody do something?" That's just what happened in 1937 when a credit union was organized in Dow Chemical Co., Midland, Mich., whose employees still remembered depression hardships even though their company's diversified products helped encourage sales.

While many companies and entire industries encourage the birth of credit unions, a few, notably in the automobile field, discourage them. Unlike the automobile industry, whose credit unions

G. J. Williams, credit union president, and S. L. Pacenski, treasurer-general manager, at the opening of the new building of Dow Chemical Employees' Credit Union, Midland, Mich.

**Lobby of Dow Chemical's employee credit union building. Local Midland, Mich., firms sent flower pieces on opening day.**

were set up by the United Auto Workers Union, Dow's management felt the need to provide a means for their employees to save for emergencies and get low-cost credit when necessary. Result: a credit union was organized by two Dow executives, although credit unions usually are started by employees.

The personnel director and his assistant looked into the credit union movement in several states, until they discovered the Michigan Credit Union League. They obtained and distributed leaflets which described credit union functions. Next, a league representative was invited to address both management and labor representatives who felt that credit union services could benefit the company's employees.

What usually happens is that seven or more persons sign a charter application, then call an organizational meeting. In almost all states organizers may apply for a state charter, and in all states they may apply for a federal charter. Dow's personnel applied for a State Banking Department charter which was approved officially.

Next steps were simple. A board of directors was elected, comprising a president, vice president, secretary and treasurer. Some organizations prefer to elect a general manager whose title and duties include those of treasurer. Invariably, he is the key-man, the guiding spirit behind a credit union, who charts its course and works closely with its members. Also appointed were a credit committee to pass on members' applications for loans and to outline

plans for their repayment, and a supervisory committee which examines the credit union's affairs and audits its books. In addition to one managing official, and the committees, there may be one or more bookkeeper-cashiers. Gradually, after the credit union grows, all these persons will become full-time employees paid by the credit union.

In the beginning, Dow Chemical Employees' Credit Union at Midland (there's another one at Dow's west coast division at Pittsburgh, Calif.) had the option of starting out as a stripling rather than as an acorn. Rather than let the credit union raise sufficient funds by selling share savings subscriptions, the company's late president, Dr. Willard H. Dow, offered to purchase enough shares to help the group get going. However, the board carried on a tradition and practice of credit unions by preferring to be independent of the company and exercising its independence. It must be understood that Dr. Dow most likely was not volunteering his financial aid as a means to control the fledgling group because he certainly appreciated the possible future advantage of credit union operation.

Like many business managements, he probably felt that Dow Chemical would benefit from better employee morale, more production, and fewer accidents. These and other more subtle benefits can accrue to a company's workers who enjoy peace of mind while on the job, without worrying about unpaid mortgages, hospital bills for sick members of the family, or other financial strains. The board submitted the purchase of shares to all employees to get them financially involved. As part of an enterprising advertising campaign, bulletins were posted and committees were organized throughout the firm to reach employees everywhere.

Once more the company cooperated by furnishing office space and equipment as well as offering to make payroll deductions for savings and repayment of loans. This is a fairly common practice, though most credit unions resist becoming too obligated to the host company. Some companies even go further, providing either a full-time or part-time bookkeeper to serve the credit union—on company time, but generally

Clerical workers of the Dow Chemical Employees' Credit Union.

John Haller, credit union treasurer, Peoples Natural Gas Co., New York State Natural Gas Corp.

this is not recommended as a permanent arrangement.

If more than seven members sign up, a credit union can be chartered. Members join by paying a 25c entrance fee, then invest any sum toward their first shares, each valued at $5, though in the best Rochdale cooperative manner each member has only one vote no matter how many shares he owns.

At Dow Chemical the credit union began modestly. First payroll deductions totaled $10.50; the second, one week later, rose to $23.75. At year's end the books were closed—and revealed a small deficit. Since then the organization and membership assets have grown phenomenally. Monthly savings deductions now aggregate more than $140,000, and loan repayments come to about $90,000. Add impressive statistics: total assets came to $3,232,262.19, membership came to 7,502, and loans were upped to $2,457,751.32—all in 1954.

Many credit unions have equally modest origins. They open for business in a small corner of a factory loft, or in a cubbyhole donated by a labor union, or even in the home of one of the members. While a credit union is small, the parent company in which it is operating may permit one of its employees to do a certain amount of business on company time. Such operations, more likely, are transacted during lunch hours or after hours.

As a credit union grows, more space is required—either contributed free by the company or perhaps rented by the credit union which may be operating independently. Often management feels it benefits substantially from credit union operation through improved employee morale and the absence of payroll advances and wage garnisheements. Companies often include the credit union membership among advantages and opportunities to encourage prospective employees. Where such cases obtain, spokesmen for the credit union movement do not object to a company contributing toward the operation of a credit union.

There are times when an organization, such as Dow Chemical Employees' Credit Union, grows so fast and fabulously that eventually it moves into its own quarters. Dow's credit union, originated in 1937, blossomed out three years ago with a $100,000 office building dedicated exclusively to credit union business.

Working in tandem with the Credit Committee is the treasurer or general manager who is the organization's central figure. He must appreciate, like, understand and want to serve his fellow employees who are credit union members. In some instances, where the credit union has grown to be a fairly large operation within a company, the general manager is engaged to serve on a full-time paid basis. Credit union managers and credit committee members have to use their hearts as well as their heads to review many thousands of dollars worth of applications for loans. With them rest the decisions upon which depends both the service and the growth aspects of the entire enterprise.

Researching for the Federal Credit Union Bureau, Frieda Baird found that 22% of loans were below $50, and only 5% went beyond $300, while the 1947 average loan was for $210. Generally

*(Continued on page 122)*

# Work Simplification? Yes Job Simplification? Maybe

EDMOND W. McNAMARA

*Systems and Procedures Supervisor, Bassick Co., Bridgeport, Conn.*

WORK simplification has many definitions. In principle it means to make it easier to accomplish a given task. In the process of simplification the work is analyzed to discover easier, less fatiguing, less time-consuming ways of performing the individuals steps which comprise the task. The theory here is that if you can eliminate waste motion by providing proper, or at least improved, physical facilities, then you will secure greater productivity from a given amount of worker time and effort. Examples of work simplification are well known. Among the classic ones is the use of window envelopes to eliminate the need of retyping the name and address on the envelope.

Job simplification, in comparison, revolves around the principle of concentrating skills at different stations for the purpose of creating better efficiency in getting a job done. In this process the job, rather than the work, is analyzed to determine what skills can be reshuffled, and concentrated. For example, consider a conventional billing operation. Assume that a certain clerk, Mary, is responsible for the complete invoicing function on an assigned portion of orders. First, Mary writes and computes the invoice on a calculating-billing machine. After completing a batch of invoices she checks the typing for correctness. Next she verifies the accuracy of her extensions, using a rotary calculator for the purpose.

In this arrangement Mary needs a variety of skills. She must be skilled in basic typing, in running the computing registers of the billing machine (this being equivalent to operating a bookkeeping machine). Then she must have certain skill in scanning, for the purpose of checking her typing. Finally she must be skilled in the operation of a rotary calculating machine.

In such a work situation the advocates of job simplification suggest that, instead of having two or three all-around girls who can complete the billing operation from start to finish, we simplify the job. They propose that one girl do all the typing, another girl do all the computing, a third girl be responsible for checking the typing and perhaps another will do all the verirying. They reason this way:

1. It is difficult to hire—or train—a girl who will be proficient in many skills.
2. Training time can be shortened and simplified.
3. Part-time help can be more readily transferred when needed.
4. When a person uses one skill continuously, rhythm is developed and accordingly productivity increases.

These reasons have such appeal that there has been a marked swing towards job simplification. Yet, after it is effected, those who sponsor it often have a hard time proving the realization of clerical savings promised in the program of increased productivity through job simplification. The reason may be found in a consideration of the following.

Work simplification shows the worker how to do the job with less effort. It makes things easier and usually more appealing to the worker. She sees the benefits as accruing to herself and therefore is happier. Work simplification provides opportunity for job enlargement. It creates time by reducing waste time. During the time saved, the worker

can take on added duties, thus enlarging the job and increasing incentive. Furthermore, work simplification creates energy by reducing waste motion. This enhances the probability of job enlargement. Even where job enlargement doesn't materialize in certain instances, at least simplifying the work does not depreciate the job.

In job simplification, however, we can very easily end up with the very antithesis of job enlargement. In many cases where job simplification is applied we experience a definite job depreciation. We make the worker a cog and introduce conditions conducive to tedium and boredom. The debilitating effects can far outweigh and nullify the periodic spurts of specialized activity experienced under job simplification. Pride in work can diminish appreciably. Incentive may wane. Opportunity for advancement lessens as it does with most specialization.

As evidence that job simplification has not provided the cure-all for the clerical illness that beseiges American business is the fact that, after applying the techniques of job simplification as a tool of office management, many executives find they must dip into the tool kit and come up with work measurement in order to secure the benefits supposed to accrue from job simplification. Work measurement, to be effective, often requires another reach into the bag to come up with incentive or bonus plans in order to secure the benefits of work measurement. The more of these tools of modern management that are used, and depending on how they are used, the greater the cost of clerical administration.

There are those who feel there is a definite equation between the number, and manner of use, of these so-called management tools and the unionization of the office force. In factory work, as assembly line methods developed, worker satisfaction declined, discontent increased, and so did susceptibility to unionization.

# An IDP Order-Invoice System

**WALTER T. GIBSON**
*Director of Methods and Procedures, Rockwell Mfg. Co., Pittsburgh*

F. P. Maxwell, vice president in charge of Delta Power Tool Division, and the author, at the IBM 063 card-to-tape punch.

IN ROCKWELL'S Delta Power Tool Division, we write a customer's order simply by selecting prepunched tabulating cards. We produce regular order form copies of it automatically in our Pittsburgh office and in any one of four warehouses serving the U. S., with a programmed punched paper tape, created directly from the cards, activating Bell System teletypewriters. We prepare the invoice from the same punched cards on an electric accounting machine. The cards are likewise used to produce statistical reports.

The only manual writing involved in the whole procedure is the typing of bills of lading in the warehouse. Only a minimum of key punching is required to record such data as our number and the customer's on the order originally.

The system was installed last January

for the sake of better service to customers, greater accuracy and reduced operating costs. Six months or so before that we initiated a study of our existing procedure. We then had three order areas and points at which sales orders were written: Oakland, Calif., Tupelo, Miss., and Pittsburgh where 13-part order-invoice unit set forms were typed. Three copies of the order portion were used in the warehouse. Upon receipt of shipping order and bill of lading from that warehouse, the invoice set was completed in a second typing operation. A tabulating card was punched for order entered; and later for shipment billed in addition. Source documents were salesman's copy of the order and statistical copy of the invoice, respectively.

The study and resulting recommendations led to two major changes. The first was centralization of all order writing in Pittsburgh. The second, as already suggested, was an automation of the writing process. Both have given Rockwell these distinct benefits:

1. Improved accuracy. Correct price information, catalog numbers, product descriptions, shipping and invoicing instructions, etc. are mechanically written, minimizing chances for human error in transcription.

2. Advantages in production scheduling and distribution of inventory. They ensue from centralization of orders at Pittsburgh and reduction of clerical lag in processing them.

3. Speedier and simpler collections and issuance of debits and credits.

4. Reduction of correspondence between plant, headquarters and sales offices.

5. Spreading of peak loads in Accounting, particularly at the end of the month.

When a customer's purchase order is received in Pittsburgh, registered and edited, it proceeds to the order writing area where prepunched IBM name and address cards and product description cards are housed in tub files. There the proper cards are pulled and placed in an envelope with the order.

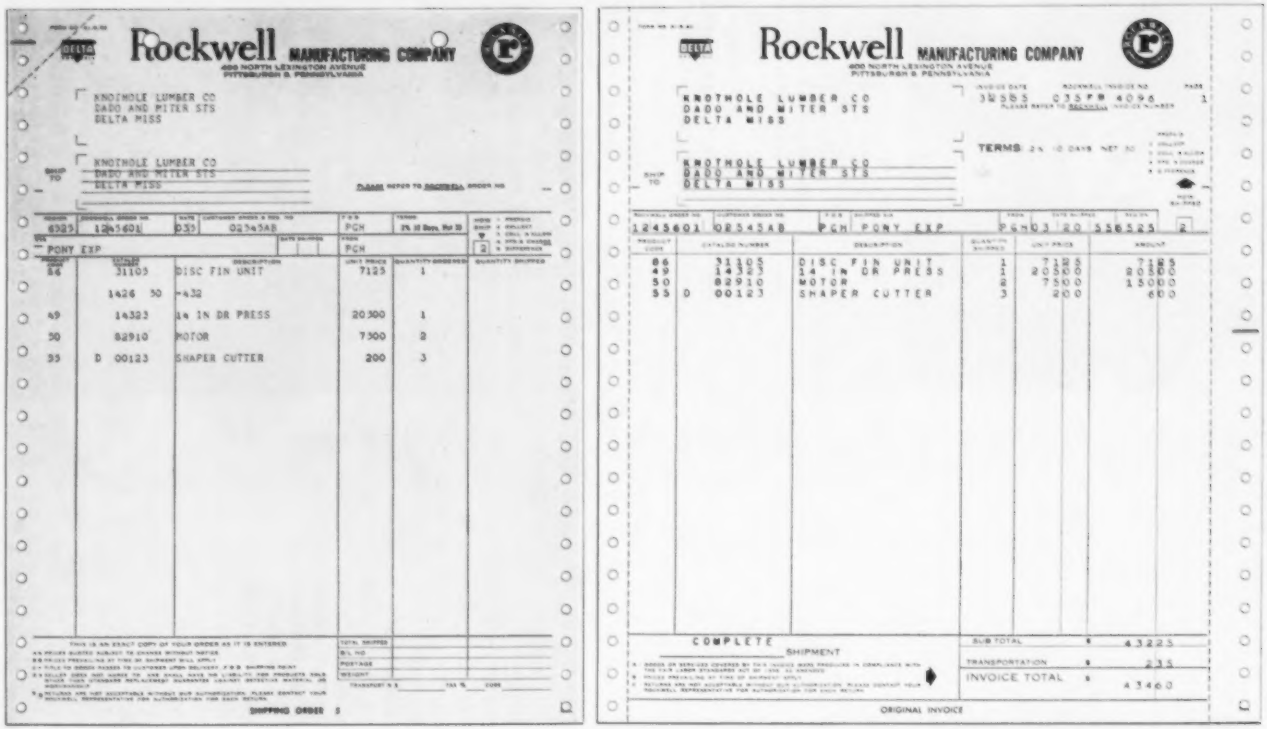
**Order being transmitted from Rockwell's Pittsburgh office to one of its distant warehouses. The system integrates tape-controlled teletypewriting with tabulating to produce order forms, invoices and reports from original data on prepunched cards.**

Customer cards—one for "charge to" and one for "ship to" name and address—are color-coded with a stripe at the top to indicate one of four different price groups. A product description card including price (out of the file of cards whose color corresponds to the stripe on customer card) is selected for each item of the order, from a supply of such cards. If the item is a unit, a second card pre-punched with that unit's component part numbers, is pulled. Information pertinent to this order, such as our order number, is key punched into miscellaneous data cards.

The quantity ordered, when it is other than one, is mark-sensed on the product card, at which time all the cards pulled are verified to the customer order. The quantity (either one or more) is put into the product card automatically by marked-sensed punching.

The deck of cards for an order then goes to the IBM 063 card-to-tape machine to provide the programmed tape in five channel code. All orders for one warehouse have been grouped; when the tape is fed into the teletypewriter, sending and receiving machines run continuously from one order to the next.

The sending teletypewriter produces




The order form (at left) is prepared on a teletypewriter from programmed tape. Three copies are written in Pittsburgh and three simultaneously in the distant warehouse. The invoice (at right) is extended, totalled and printed on an electric accounting machine from punched cards.

a three-part set of forms: Sales Numerical File, Customer Acknowledgment and Salesman copies. The receiving teletypewriter in the warehouse simultaneously produces a three-part record: Shipping Order, Warehouse File and Packing List copies.

In Pittsburgh, Customer and Salesman copies of the entered order are mailed. The Sales copy is placed in a numerical file. The punched cards are used to prepare a daily report of orders entered and, pending shipment, are held in a backlog tub file.

In the warehouse the Shipping Order is posted to the stock records and then used in typing a four-part Bill of Lading. Labels are printed from a hectograph duplicating master which is a part of this set of forms. Packing List copy of the order received is attached to the shipment. Original copy of the Bill of Lading is attached to the Shipping Order and airmailed to Pittsburgh. Warehouse files the fourth copy of Bill of Lading and File copy of the order received.

When the Shipping Order reaches the order writing area the numerical file is relieved of all papers if the shipment was complete. The Shipping Order and Bill of Lading go to the backlog tub file and the cards are pulled in total by order number. In case of a partial shipment, product cards for items not shipped are separated and put through the system again, with a new tape being separated for placing the order, possibly on another warehouse.

For the completed shipments, the original prepunched cards are operated in an IBM accounting machine for extending the amounts, arriving at totals, numbering, dating and printing a ten-part invoice on Kant-Slip continuous forms. The same prepunched cards are used to prepare the statistical reports of shipments billed. Thus management is supplied with proved daily records on new orders and shipments.

All this sums up to greater ability to serve customers, better control and consequent savings in operating costs. We wish to acknowledge the service of the Shaw-Walker methods planning division which developed the recommendations in collaboration with Standard Register Co., International Business Machines Corp., Bell Telephone Co., A. T. & T., and ourselves.

**Receiving teletypewriter in a warehouse produces the shipping order set of forms at the same time that the sales order set is being typed in Rockwell's Pittsburgh office.**

*A. Devaney, Inc., N. Y.*

**This chap has been worrying for years, but he gets paid for it. He's a professional model.**

# Lick That Habit of Worrying

**CARROLL H. JONES**
***Editor, Stevens-Davis Co., Chicago***

SO DESTRUCTIVE a force in our lives is the habit of worrying that one psychologist has called it the "most disintegrating enemy there is of the human personality." Any number of physicians have cited chronic worry as a primary cause of a great deal of our sickness—physical as well as mental and emotional.

Of course a certain amount of worry is inevitable. It's necessary if we are to provide ourselves with proper shelter, educate our children and forge ahead to a reasonable degree of success. But the chronic, petty kind of worrying that carries so many of us on a morbid merry-go-round of fear, anxiety and self-doubt is not only futile and unnecessary but self-destructive as well. It chokes our creative powers, wears our dispositions thin, alienates our friends, brings on all kinds of physical ailments and, in general, makes us extremely unpleasant and difficult to get along with.

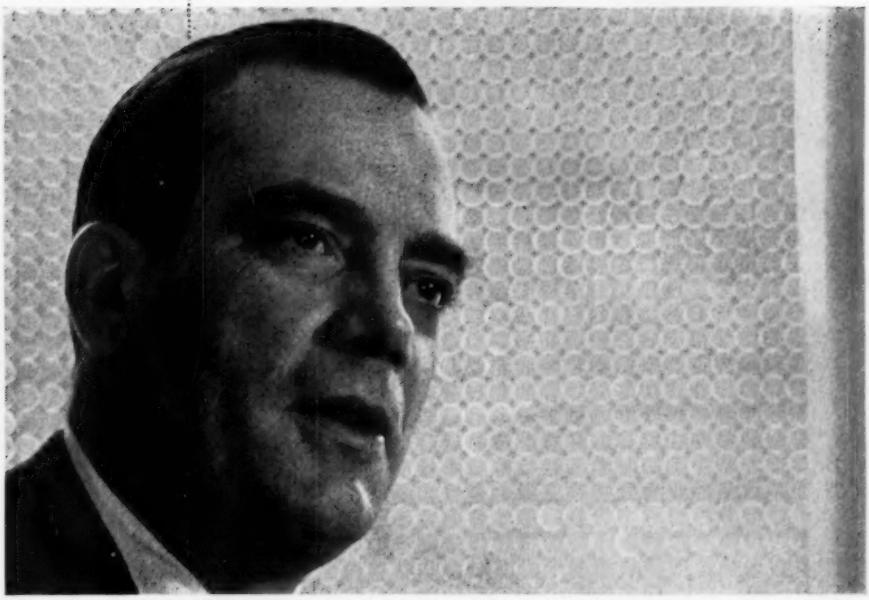
As we all know, there's not much use telling a person (or ourselves) merely *not* to worry. That's like telling an alcoholic not to drink. The compulsive forces driving the alcholic to drink, and the chronic worrier to worry, are so overwhelming that he feels helpless to combat them. To a large extent, he *is* unable to, because their origins lie in the tensions, self-doubts and fears (most of them unreasonable, but nevertheless highly active) that populate our subconscious minds—the seat of all our emotions.

Much as we may try to analyze these subconscious forces, we cannot—without the aid of a psychiatrist or psychoanalyst. And the reason is easy to understand. Subconscious means just what it implies: beneath, and therefore shut out from, the realm of our awareness.

Even though we may not be able to attach our worries and sever their roots at their base without outside assistance, we nevertheless attach worry on the conscious level rather effectively *if we are willing* to put forth the effort. Here are a few suggestions that will help:

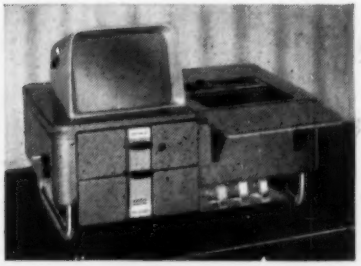
1. Since most of our worries are self-inflicted—are less concerned with outside situations than with *our own attitudes* toward these situations—force

*But I can't afford the kind of Microfilming equipment I need!*



*Now you can!*

*This new Micro-Twin recorder-reader costs less than you'd expect to pay for a recorder alone!*



Here is the compact unit Bell & Howell has developed and produced to provide any business with the advantages of modern microfilming . . . at a reasonable price.

The Micro-Twin combined recorder-and-reader gives you a complete low-cost microfilm system—*all in one unit*, at less than you'd expect to pay for a recorder alone! It records as fast as you can feed it—by hand or automatically. It photographs documents front and back simultaneously, if you wish . . . making 37 to 1 reductions inexpensively. Full-size facsimiles of documents can be made in the reader—developed without a darkroom.

Think of the many ways you can use microfilming, now that it's priced within your reach. For details, call our branch office listed in your telephone book. Burroughs Corp., Detroit 32, Michigan.

Bell & Howell MICROFILM EQUIPMENT — SOLD AND SERVICED BY Burroughs

"Burroughs" and "Micro-Twin"—TM's

For More Information Circle No. 141

# NEW...

For More Information Circle No. 166

**Cleanest processing.** Rub on Harris 3 in 1 Solution. It replaces (1) Desensitizer, (2) Lacquer, (3) Gum.

# cut plate costs in half!

## Print from both sides of photo-offset Harris Sensi-Plates

Why not print from *both* surfaces of your photo-offset plates? With Harris *Sensi-Plates,* coated on both sides, you can. Just take average care in processing and mounting. You not only cut plate costs in half but also get top-quality reproduction.

Grainless Harris *Sensi-Plates* print clean, holding shadow areas open and retaining high-light dots. Result: better solids and halftones. And this quality is sustained from start to finish.

These plates are easy to correct. Use either a needle or lead pencil to add; use an ordinary pencil eraser (dipped in fountain solution) to delete.

*Order your first box* of 50 Harris *Sensi-Plates* today. Try them out; prove for yourself their many features and benefits. Call your favorite supplies dealer, or write to Harris-Seybold Co., 5308 Blanche Ave., Cleveland 27, O.

HARRIS SEYBOLD COMPANY

**HARRIS CHEMICALS**

Harris Presses • Seybold Cutters • Harris Litho Chemicals
Special Products • Cottrell Presses • Platemaking Equipment
Macey Collators

For More Information Circle No. 166

**HARRIS SENSI-PLATES**

| | | | PRICE PER PLATE |
|---|---|---|---|
| 1250 | Multilith | All Styles | $ .50 |
| 1300 | Multilith | 11½ x 20¼ | .80 |
| 2066 | Multilith | 15¼ x 20½ | 1.15 |
| 2066LD | Multilith | 20¼ x 20½ | 1.65 |
| 221 | Davidson | 10 x 16 | .50 |
| 233 | Davidson | 16 x 17½ | 1.10 |
| R-30 | Rotaprint | 14½ x 17¼ | 1.00 |

**HARRIS 3 IN 1 SOLUTION**

| | |
|---|---|
| 1 pint . . . . | $ 2.50 each—(12 per case) |
| 1 quart . . . . | 4.25 each—(12 per case) |
| 1 gallon . . . . | 15.00 each—(4 per case) |

(Prices slightly higher in Canada)

Simplest processing... just rub it on; then wipe it off. So easy you can cut processing time in half.

**Order today** your first box of 50 Sensi-Plates... plus a supply of 3 in 1 Solution. Call your supplies dealer.

yourself to adopt more positive attitudes toward life. Get tough (firm) with yourself about this, and shore up your resistance against unreasonable self-doubt and fears.

If you fill your day with constructive thinking and constructive activity, Dr. C. Charles Burlingame, noted psychiatrist, has pointed out, worry can't get a toe hold. "Two lines of thought," he says, "can't occupy the same mind at the same time. The man who is thinking *constructively* can't worry—not at that moment, at least.

"The remedy, then, is to keep your mind continuously on constructive thinking and, so soon as it tires of one line of thought, shoot it on to another."

2. Since 40% of our worries are about what we have done (or failed to do) in the past, practice the art of forgetting. As Dr. Norman Vincent Peale puts it:

"We are not living a day at a time but we are carrying many days in our minds, and the human system simply cannot bear the weight of past mistakes and future fears. That is why many people break down. The solution is to know how to forget. Take what you can learn by way of a lesson from past failures and straighten out what you can. Then forget it and go ahead."

3. Approximately 50% of our worries take the form of fears of what will happen to us in the future. Many of these worries are due to lack of sufficient confidence in our ability to deal with problems and situations as they arise; others may be due to retaliatory fears (or an unconscious desire to punish ourselves) for our overaggressive and hostile attitudes toward others. From such origins spring exaggerated fears of death, ill health, injury and the like.

Worry about future uncertainties is as futile as it is unnecessary. At least 70% of the problems we worry about resolve themselves, in one way or another, long before they actually confront us, and the rest we find we can easily handle in stride when that "dreaded tomorrow" comes. If you don't believe this, remember that "today is the tomorrow you worried so much about yesterday."

Regardless of the source of our worries as to the future, the only sensible answer is to live each day the best we can, to do our jobs to the best of our ability and make it a point to go *more* than halfway in getting along with other people pleasantly and with the least amount of friction. Then there will be fewer reasons for guilty regrets.

4. For those confirmed worriers, however, who will still refuse to deprive themselves of the dubious satisfaction and pleasure they derive from petty worrying, we might suggest a fourth alternative.

Whenever a worrisome thought starts troubling you, jot it down briefly on a sheet of paper (the more briefly the better, so that it will be doubly hard to recall later on). If you *must* worry about it, make up your mind to worry about it later. Then go on with your work. Repeat the operation every time you start to stew about something that is *not* an immediate problem requiring a prompt decision.

By the end of the day you'll have a complete worry chart made up. If you want to take half an hour off to stew about a dozen or so worries that afflicted you every hour on the hour (or half-hour) throughout the day, you've got your chart all laid out for you. But the chances are you won't find a single one of these worries of the slightest interest or consequence to you any more —none of them worth a second's thought.

In fact, you'll have to think, in a lot of the cases, just what it is that you reminded yourself earlier in the day to remember to worry about that evening. Just try this method and see. It may not cure you of the worry habit, but it will at least give you an insight into how foolish and time-wasting a luxury you have been allowing yourself to indulge in.

For More Information Circle No. 344→

# Reduce

your mailing,
typing and filing
expenses by using

Esleeck

## Fidelity Onion Skin

Made in White and 6 Colors

*for Thin Letterheads - Copies - Records*

We shall be pleased to send
you a Sample Folder on request.

**Esleeck Manufacturing Co.**
TURNERS FALLS, MASSACHUSETTS

**This is a sample of Sub. 9 Cockle Finish**

**Fidelity Onion Skin is nationally distributed, therefore information regarding prices, etc., can be obtained from your regular source of supply for paper requirements.**

# New York City's Employee Suggestion Program

HERMAN LIMBERG

*Coordinator, Citywide Forms Control and Records Management Programs, Division of Analysis, Office of the City Administrator, City of New York.*

A FAMOUS symbol spanned two centuries when Father Knickerbocker presented awards made by the Young Men's Board of Trade to employees of the City of New York for their suggestions for economies, greater efficiency, improved working conditions and better service to the public. The Father Knickerbocker Awards of $100 for the best suggestion of the month and $1000 for the best suggestion of the year were established by the Young Men's Board of Trade in December, 1953. As a means of extending recognition by a civic organization to municipal employees for their efforts to improve governmental operations, the awards set a significant precedent. Such acknowledgements emphasize the unity of interest between "civil servants" and the public they serve, and offer assurance that the golden rule applies equally to both.

Nominations for the awards are made by New York City's Suggestion Award Board from suggestions submitted by city employees and approved by the board in the city's employees' suggestion program. Selections for the Father Knickerbocker Awards were made by a committee of the Young Men's Board of Trade. This coordination proved most effective as a means for attaining the Board of Trade's objectives and for supplementing and enhancing the benefits offered by the city's suggestion program. While the maximum award which the city may pay for an approved suggestion is $500, the $100 monthly award and the $1000 annual award of the Young Men's Board of Trade brought the maximum award to $1600.

With the establishment of the Father Knickerbocker Awards, the number of suggestions submitted by city employees increased substantially because of the attendant publicity and the additional monetary incentives. The awards

At a meeting of the coordinating committee of New York City's Employee Suggestion Program: Howard Rock, Young Men's Board of Trade; Dr. Luther H. Gulick, city administrator; William H. Rocker, executive director; Dr. Herman Limberg, chairman; Arthur B. Schuman, suggestion committee chairman; Eugene P. Friedman, Young Men's Board of Trade.

—For More Information Circle No. 344

Presenting a $100 Father Knickerbocker suggestion award. L. to r.: Father Knickerbocker, Joseph P. Piccirillo, Dept. of Welfare; Max Mazur, award winner, and William W. Zeppenfeld, Young Men's Board of Trade. Father Knickerbocker awards were donated by Jacob Ruppert Brewery, New York. Their trade mark is Father Knickerbocker. Unfortunately this part of the program has been discontinued.

were presented at monthly luncheon meetings and the annual dinner and conference of the Young Men's Board of Trade, to which the recipients of the awards and their department heads were invited as guests of honor.

New York City's employees' suggestion program was instituted by the Mayor in August, 1952, after its establishment was approved by the Board of Estimate. Adoption of the program was recommended by the Mayor's Board of Management Improvement which was guided by the results of an intensive survey, conducted by the Division of Analysis of the Bureau of the Budget, of suggestion programs and systems in private industry and government. The organization for the suggestion program consists of the Suggestion Award Board, the executive director and administrative staff, the Advisory Committee, a suggestion coordinator and committee in each participating department, and a citywide coordinating committee comprised of the departmental coordinators.

The Suggestion Award Board, appointed by the Mayor, consists of the director of the budget, the controller, the chairman of the Civil Service Commission, and a public member who holds no other public office. The board elects its own chairman. Since the inception of the program, the public member has served as board chairman. The board formulates the policies and procedures governing the program, reviews the reports of the executive director and of the departmental committees, makes determinations based on such reviews, grants awards within the limits prescribed by the Board of Estimate, and refers approved suggestions to the cognizant departments and agencies for effectuation.

The executive director, designated by the Award Board, heads the central administrative unit for the program, maintains liaison with departmental coordinators and committees, and serves as secretary of the award board. The central administrative unit is an organizational component of the Department of Personnel.

The Advisory Committee is comprised of representatives of the members of the Award Board and the chair-

# *It Takes a Lot of "Copy Cats"*

## TO DO THE WORK OF COPYFLEX!

You've got them in your company—valuable personnel who are forced by paperwork to become "copy cats." Every day, in one case after another, they manually copy the same original information from one departmental form to another. Their work is costly, slow, often inaccurate.

The new Copyflex Model 100 takes the place of "copy cats." Basic information is written only once—departmental copies are mechanically reproduced from the original "action" paper. Copyflex one-writing systems speed and simplify purchasing, production, shipping, invoicing, accounting, and a host of other operations. They free personnel for other important work, give you tighter control of operations, save thousands of dollars.

Copyflex machines are quiet, clean, odorless. They require only an electrical connection, can be operated by anyone. Mail coupon today!

All-purpose, compact desk top Model 100 Copyflex. Produces up to 300 copies of different originals hourly, 11 inches wide by any length. **$498.50**

**Find how Copyflex can simplify and speed the following paperwork:**

| | |
|---|---|
| Purchase Requisitions | Payroll |
| Receiving Reports | Shipping Notices |
| Bills of Material | Invoices |
| Operation Sheets | Tax Returns |
| Production Orders | Sales Analysis |
| Accounting Reports | Inventory Controls |

*Amazing New*

**BRUNING**

*Copyflex "100"*

Copies anything typed, written, printed, or drawn on ordinary translucent paper—in seconds.

*Specialists in Copying Since 1897*

**Charles Bruning Company, Inc., Dept. 92-G**
**4700 Montrose Ave., Chicago 41, Illinois**

Please send me information on the Copyflex process and new Model 100 machine.

Name _____ Title _____

Company _____

Address _____

City _____ County _____ State _____

CHARLES BRUNING COMPANY, INCORPORATED • 4700 MONTROSE AVENUE • CHICAGO 41, ILLINOIS

*In Canada: Charles Bruning Company (Canada) Ltd., 105 Church St., Toronto 1*

For More Information Circle No. 185

# NOW...as never before...

# with the all

**NEW TANDEM MODELS**

*(2 sizes — 20 and 32 sheet)*

**NEW FLOOR MODELS**

*(3 sizes 8, 10, 16 sheet)*

**NEW PORTABLE TABLE-TOP MODEL**

*(8 sheet)*

Copyright 1955, Thomas Collators Inc.

# cut your collating costs
# new THOMAS COLLATOR

Here's exciting collating news! Now, as never before, you can cut those painfully high collating costs with the *all new electric-powered or mechanical* Thomas Collator!

Whether you spend 2 or 200 hours a week collating sales bulletins, price lists, reports or any other duplicated material, you'll be amazed at the easier, faster, more accurate operation of the *all new* Thomas Collator!

Today find out how you can say a thankful "good riddance" to the time-waste, confusion and mad scramble of old-fashioned collating methods. Write for your free copy of our colorfully illustrated brochure that tells how to increase efficiency, perk up office morale and reduce costs *by at least 50%!* No obligation, of course!

**ONLY THOMAS COLLATORS GIVE YOU *ALL* THESE IMPORTANT FEATURES**

**CHOICE OF MECHANICAL OR ELECTRICAL OPERATION.***

**EXCLUSIVE SPEED LOAD CONTROL.***
Automatic lift that permits faster, easier stacking in bins!

**NEW ROTATING FEED-FINGER.***
Never before such efficient, positive operation!

**NEW INCREASED BIN CAPACITY AND BIN SIZE.**

**NEW OVERALL MODERN STYLING.**

**EXCLUSIVE STROKE-STOP REGULATOR.***
One movement adjusts *all* feed-fingers so they accommodate any sheet size!

**NEW STACKING AND WORK SURFACE.**

*Plus* the positive protection of a full one year guarantee.

**Not Available On Table-Top Model*

**FREE THOMAS COLLATING COST CALCULATOR.** Instantly shows time and money saved between Thomas collating and manual collating. Helps to schedule upcoming jobs efficiently. A must for every office that does collating.

Thomas Collators Inc.

*More In Use Than All Other Makes Combined*

**165 SALES & SERVICE OFFICES COAST-TO-COAST**

**CLIP OUT AND MAIL NOW!**

Thomas Collators Inc., Dept. B
50 Church St., N.Y.C. 7, N.Y.

Please RUSH me:

☐ FREE fully-colored, illustrated brochure.

☐ FREE Thomas Collating Cost Calculator.

NAME _____ (PLEASE PRINT)

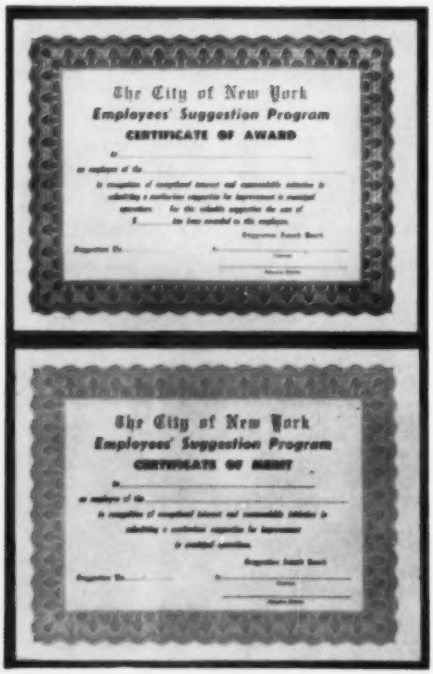
COMPANY _____

ADDRESS _____

CITY _____ STATE _____

For More Information Circle No. 101

man of the citywide suggestion coordinating committee who is also coordinator of the citywide forms control and records management programs. The executive director, who represents the chairman of the Award Board, is chairman of the Advisory Committee which meets at least twice a month to review suggestions and evaluation reports, determine the sufficiency of departmental appraisals, and prepare for submission to the Award Board of recommendations for approval or disapproval of each suggestion considered. The combination of specialized qualifications of the members of the Advisory Committee (including personnel administration; civil, industrial and methods engineering; accounting and auditing; office management, work simplification, forms design and control, records management, training) insures comprehensive and thorough analysis and appraisal of every suggestion and departmental evaluation.




New York City's suggestion award certificates are attractively lithographed in color.

Departmental coordinators and committees are designated by their department heads. As a general rule, each committee is composed of at least three employees. The departmental coordinator is secretary of the committee and liaison with the executive director, from whom he receives suggestions pertaining to his department. The coordinator refers the suggestion to the committee for study and evaluation, and forwards the committee's report to the executive director.

The citywide coordinating committee, which consists of the departmental coordinators, meets periodically to exchange ideas, discuss common problems, report on progress and propose means for improvement in the administration of the program. Guest speakers, representing the suggestion systems of private companies or other governmental jurisdictions, are invited to attend some of these meetings and discuss their methods and techniques.

A *Manual of Policies and Procedures*, prepared by the executive director with the aid of the Advisory Committee, and adopted and published by the Award Board, sets forth the basic guide for program administration. As defined in the manual, the term "suggestion" refers to "any definite proposal containing a constructive idea for improvement and intended to be of benefit to the City of New York. Such suggestion may be either new and original or involve a new application of an old idea. It may relate to economy of operation, improvement of methods, procedures, systems or services; elimination of waste in operations; improvement of working conditions, including safety; improvement of public relations; or to any other matter which in the judgment of the Suggestion Award Board may be of material benefit to the City of New York."

A distinctive feature of New York

For More Information Circle No. 123

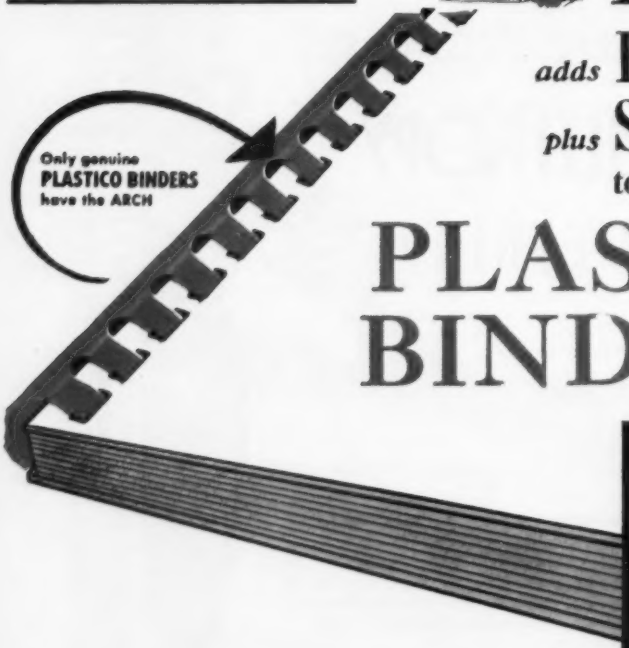
*exclusive*

# "ARCH DESIGN"

*adds* **Beauty**
*plus* **Stamina**
to

# PLASTICO BINDINGS

Only genuine
**PLASTICO BINDERS**
have the ARCH



*for sales literature that's "BOUND TO SELL"...*

With colorful PLASTICO BINDERS, your catalogs and sales presentations carry extra sales-power through prestige appearance plus practical *showmanship*.

PLASTICO-bound books *open flat* and *lie flat*, no matter how big or thick . . . display their contents with *full-spread* effectiveness. Ideal for reference or demonstration—in every size from pocket lists to king-size swatch samplers.

WRITE TODAY for full information, plus name and address of Plastico Licensee nearest you . . . to improve your

• ***FINANCIAL STATEMENTS*** • ***ANNUAL REPORTS*** • ***SALESMEN'S MANUALS*** • ***PRESENTATIONS*** • ***CATALOGS*** • ***PRICE LISTS*** • ***APPLICATION CHARTS*** • ***BROCHURES*** • ***SWATCH BOOKS***

**PLASTIC BINDING CORPORATION**

*Originators of Plastic Binding in America*

732 SHERMAN ST. • CHICAGO 5, ILL.
15 W. 24th ST. • NEW YORK 10, N. Y.

Ask for PLASTICO BINDERS By Name

SUGGESTION FORM

**THE CITY OF NEW YORK**
**EMPLOYEES' SUGGESTION PROGRAM**
**Municipal Civil Service Commission**
**299 Broadway, New York 7, New York**

Please print or type and submit in duplicate either by mail or in person to above address.

Be concise, complete, clear. If necessary attach drawings or charts—for information see your departmental coordinator or committee.

Use separate blank for each distinct subject or suggestion.

**FOR OFFICE USE ONLY**
Suggestion No. _____
Date Received _____

SUBJECT _____ DATE _____

Department in which applicable

**I SUGGEST:**

This is the present practice

This is what my suggestion will accomplish

**I BELIEVE THIS SUGGESTION WILL**

☐ SAVE TIME ☐ SAVE MATERIAL ☐ SAVE SPACE ☐ IMPROVE METHODS ☐ IMPROVE SAFETY ☐ SIMPLIFY WORK

☐ IMPROVE SERVICE ☐ IMPROVE PUBLIC RELATIONS ☐ INCREASE PRODUCTION ☐ IMPROVE QUALITY PRODUCTION OR ☐ _____ OR

**IF MORE SPACE IS NEEDED ATTACH ADDITIONAL SHEETS**

(This portion of form will be detached by secretary before department suggestion committee considers your idea.)

DATE _____

I hereby grant to the City of New York and any agency thereof an irrevocable right to use the within suggestion or any modification thereof, whether or not I receive an award therefor, and I hereby agree that the use thereof by the City of New York or by any of its agencies shall not give rise to any claim of any nature whatsoever against the City of New York or any of its agencies, on the part of myself, my heirs or my assigns.

Suggestion No. _____
Date Rec'd. _____

**FOR OFFICE USE ONLY**

PRINT
Suggester's Name _____

Home Address _____

SUGGESTER'S SIGNATURE _____

TITLE _____
GRADE _____
DEPT _____
BUREAU _____

**MAIL POSTPAID OR DELIVER TO EMPLOYEES SUGGESTION PROGRAM AT ADDRESS SHOWN ABOVE**

Employees' suggestion form. Bottom stub is detached and both parts numbered. Stub is mailed in window envelope to employee to acknowledge receipt of his suggestion. The suggestion is recorded in a numerical card file and in a subject card file (see page 96).

←For More Information Circle No. 342

EMPLOYEES' SUGGESTION PROGRAM

NUMERICAL INDEX

Name _____ Dept. _____

Title & Grade _____

| Serial No. | Date Acknowledg. | To Dept. Comm. | Ret'd. to Bd. | Bd. Action - Date & Award | Date Notified | Remarks |
|---|---|---|---|---|---|---|
| | | | | | | |

EMPLOYEES' SUGGESTION PROGRAM

SUBJECT FILE

Subject _____

Description _____

Serial No. _____ Date Submitted _____ Action Taken _____

Name _____

Title and Grade _____ Dept. _____

City's suggestion program is the absence of suggestion boxes. Employees submit their suggestions directly to the executive director, either in person or by mail. The suggestion form includes a stub for the suggestor's name and address. This form, on which the suggestion is set forth, is submitted in duplicate. Upon receipt in the office of the executive director, the suggestion is

**MORE COPIES, BRIGHTER COPIES with**

# Hammermill's Blue-White Duplicating Papers

## for mimeographing and spirit duplicating

**HAMMERMILL MIMEO-BOND** gives up to 5,000 clear, sharp copies from 1 stencil. Its air-cushion surface absorbs inks more rapidly, keeps sheets from smudging each other. Watermarked. Seven colors and sparkling blue-white. **HAMMERMILL DUPLICATOR** for fast, trouble-free production of clean, bright copies on spirit or gelatin machines. Watermarked. Six colors and blue-white.

Try Whippet Mimeograph and Whippet Duplicator for low-cost good looks. *You can obtain business printing on Hammermill papers wherever you see the Guild shield on a printer's window. Write on your business letterhead for free samples and idea-books "Duplicator Facts", "Better Stencil Copies". Hammermill Paper Co., 1463 East Lake Road, Erie 6, Pa.*

HAMMERMILL GUILD OF PRINTERS

**...yet HAMMERMILL cost no more**

**DUPLICATING PAPERS**

For More Information Circle No. 175

# ALL ELECTRIC COPY MAKER

## Makes Direct Copies in 4 Seconds!

Now your own secretary can make you direct copies of anything you need in just 4 seconds . . . without even leaving her desk! Originals can be opaque or translucent, white or colored, printed on one side or both! This new office convenience is a portable version of the famous "THERMO-FAX" Copying Machine. Requires no negatives, translucencies or masters . . . no fumes or liquids. Get the facts on the new "SECRETARY" Copying Machine today. Write to: Duplicating Products Division, Minnesota Mining and Mfg. Co., Dept. ES-95, St. Paul 6, Minnesota.

REG. U. S. PAT. OFF.

**Thermo-Fax**

BRAND

*Duplicating Products*

The terms "THERMO-FAX" and "SECRETARY" are trade-marks of Minnesota Mining and Manufacturing Co., St. Paul 6, Minn. General Export: 99 Park Ave., New York 16, N. Y. In Canada: London, Ontario.

For More Information Circle No. 122

NEW YORK CITY EMPLOYEES' SUGGESTION PROGRAM
EVALUATION OF SUGGESTION BY DEPARTMENTAL COMMITTEE

Suggestion No. _____

1. Is the suggestion original? _____ Workable? _____
2. Has the same idea been considered before date that this suggestion was submitted?
_____
3. Was this idea put into effect before date that this suggestion was submitted?
_____
4. Explain (Items 2 and 3)
_____
5. Indicate which, if any, of the following factors it will improve or increase:
Efficiency _____ Safety _____ Working Conditions _____ Morale _____ Public Relations _____ Service _____
6. Do you recommend: Acceptance _____ Rejection _____
7. Reasons for acceptance or rejection:
_____
_____
_____
_____
8. What are the estimated annual savings in: Man Hours $ _____ Floor Space $ _____
Materials $ _____ Equipment $ _____ Other _____
Total Estimated Savings $ _____ Estimated Initial Cost $ _____
9. Are there any other benefits to be derived from this suggestion? (Explain)
_____
10. If accepted, give approximate date of installation _____
11. This suggestion merits: _____ Thank you letter only _____
Certificate of Merit only _____ Moderate Award ($150 max.) _____
Token Award ($10) _____ High Award ($300 max.) _____
Small Award ($50 max.) _____ Outstanding ($500 max.) _____

Department _____ Signature _____
Chairman, Departmental Committee

Signature _____ Date _____
Head of Department

ESP-23

assigned a serial number which is stamped on the upper and stub portions of both copies. The stub is detached, and the original of the stub is mailed in a window envelope to the suggestor as acknowledgment of receipt of his suggestion; the duplicate stub is filed in an alphabetical name index. The suggestion is recorded in a numerical card file by serial number, and in a subject card

THE CITY OF NEW YORK

EMPLOYEES' SUGGESTION PROGRAM

REPORT OF SAVINGS AND BENEFITS FROM ADOPTED SUGGESTIONS

PLEASE COMPLETE AND RETURN TO WILLIAM H. ROCKER, EXECUTIVE DIRECTOR, BY _____

DEPARTMENT _____ SUGGESTION NUMBER _____

SUBJECT _____

DATE AWARD WAS PRESENTED _____ AMOUNT OF AWARD $_____

AWARD GRANTED WAS BASED ON BENEFITS OR SAVINGS ESTIMATED BY YOUR COMMITTEE TO BE VALUED AT $_____

DATE OF INSTALLATION OF SUGGESTION _____

ACTUAL VALUE OF SAVINGS OR BENEFITS FROM SUGGESTION SINCE IT WAS IMPLEMENTED COMPRISED OF:

MATERIALS $_____
EQUIPMENT $_____
MANPOWER $_____
FLOOR SPACE $_____
ADDITIONAL REVENUE $_____
OTHER (SPECIFY) $_____

TOTAL VALUE OF SAVING OR BENEFITS DERIVED $_____

COST TO IMPLEMENT SUGGESTION $_____

NET RETURN FROM SUGGESTION $_____

ESTIMATED VALUE OF THE SAVINGS OR BENEFITS WHICH SHOULD BE REALIZED FROM THIS SUGGESTION ANNUALLY AFTER THE FIRST YEAR IT HAS BEEN IN EFFECT $_____

DESCRIBE OTHER BENEFITS DERIVED FROM THIS SUGGESTION

am
ESP-31

file. This three-way cross-index facilitates reference by name of suggestor, by subject and by serial number of the suggestion.

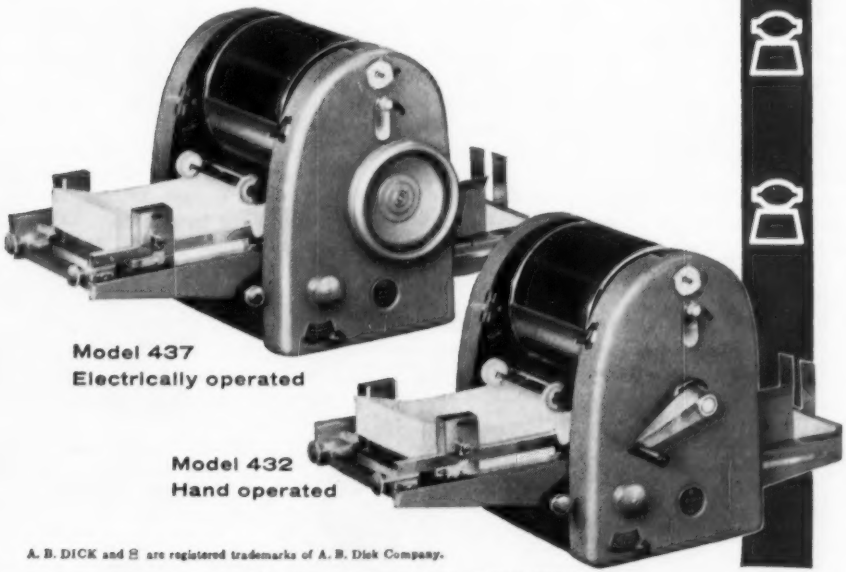
The original of the suggestion is forwarded to the coordinator of the department to which the suggestion pertains, and the duplicate copy is retained in the office of the executive director in a numerical file. The identity of the sug-

# 2 NEW MIMEOGRAPHS
## provide deluxe features at economy prices

**For Example**—there is the automatically rising feed table of these new A. B. Dick mimeographs. It holds 500 sheets of substance 20 paper for longer runs without reloading—and a single inking produces up to 500 sharp, black copies. A. B. Dick mimeograph products are for use with all makes of suitable stencil duplicating products.

A·B·DICK

THE FIRST NAME IN DUPLICATING



Model 437
Electrically operated

Model 432
Hand operated

A. B. DICK and ⊟ are registered trademarks of A. B. Dick Company.

For More Information Circle No. 121

gestor is not divulged at any time prior to publication and presentation of an award for an approved suggestion.

Reports of evaluations by departmental committees are submitted to their department heads for approval prior to submission to the executive director. About twice a month he convenes the Advisory Committee for review and consideration of suggestions and evaluation reports and preparation of recommendations to the Award Board. The latter meets about every other month.

Cash awards for suggestions approved by the Award Board range from $10 to $500, and are accompanied by a Certificate of Award. A Certificate of Merit is presented where an approved suggestion is not deemed to warrant a monetary payment. By July, 1954, 114 cash awards totaling $5,810 had been presented to city employees for their suggestions, the adoption and implementation of which will produce annual savings of approximately $450,000.

While awards are based on estimates of savings, actual results are detailed in reports submitted to the executive director by departmental coordinators at the end of each year. These reports are an incident of the follow-up by the executive director on each suggestion for which an award was made, and are reviewed by the Suggestion Award Board.

To effect the widest possible application of each approved suggestion, copies of the details of each are sent to each department for consideration. Where reported adoptions and savings indicate amounts in excess of the original estimate upon which the award was based, a supplemental award is granted to the suggestor.

New York City's suggestion program has proved its value as an effective administrative tool. It has created an officially sponsored channel for bottom-up communication of ideas which are constantly solicited by top management and which are given serious and thorough study. To quote the city administrator, the suggestion program is a mechanism for increasing "functional efficiency by a feed-back of ideas from employees to those in supervisory and policy-making capacity."

The suggestion program has stimulated employee interest in the accident control, forms control and records management programs as fertile areas for ideas and has contributed in large measure to the attainments of each of those activities. The overall management improvement program has been advanced through employee participation in efforts to realize greater efficiency and economy in municipal operations, and such participation has been an important factor in enhancing employee morale. The cash awards have provided employees with a means of augmenting their salaries and raising their stature through the recognition accorded in the presentation of such awards.

Although accomplishments thus far have been encouraging, constant promotion of the program and stimulation of employee interest are essential to broaden participation and attain an ever increasing volume of beneficial results. Thus, all components concerned with the administration of the suggestion program are cooperating with fervor and diligence to realize, in the near future, a minimum of 20% employee participation and annual savings of at least $2,000,000 from approved suggestions.

*"So far today, you've used up two hours of your next year's vacation."*

# Nekoosa ...first choice in TRANSLUCENT PAPER *for* DIRECT-PRINT COPY MACHINES

Just pull the convenient tear-strip and the carton top is off in a jiffy!

Your first trial of NEKOOSA MASTER-LUCENT will tell you that here is a master paper designed to meet your most exacting direct-print requirements. Nekoosa Master-Lucent makes copies *faster* because light passes through faster. Nekoosa Master-Lucent is *stronger* to withstand erasures and constant handling. And you always get *clean* copies because Nekoosa Master-Lucent is *made clean* in America's most modern paper mills. Available from your Nekoosa paper merchant in a variety of standard sizes for all office needs.

ANOTHER Nekoosa PAPER

*by the makers of...* NEKOOSA BOND • NEKOOSA LEDGER • NEKOOSA MIMEO
NEKOOSA DUPLICATOR • NEKOOSA MANIFOLD

NEKOOSA-EDWARDS PAPER COMPANY • PORT EDWARDS, WISCONSIN

For More Information Circle No. 140

# Principles of CODING In Business

DANIEL L. GRANT
*Office Methods & Systems Engineer, Tecco Systems Co., New York.*

ALL BUSINESS uses numbering and coding but most organizations have not created comprehensive, long-term plans for the most effective use of coding techniques. They accept and *endure* the necessary numbering and coding which they do, but few look upon these techniques as creative, constructive tools, nor have they coordinated to the best effect the various coding systems which they use.

While the origin of codes is lost in antiquity, modern machines compel an ever increasing use of codes. There is no alternative! No business may ignore this matter, although some are so indifferent that they permit first one and than another influence, such as the suppliers of machinery and supplies, to force a hodge-podge of numbering and coding systems upon them. Some may be excellent and some may be poorly constructed. The excellent ones are lost in the struggle with poor ones or with no codes at all. The nondescript codes strangle and languish, kept alive only by the lash of necessity.

Coding for machine processing of data should be well conceived to provide increased efficiency at the handicraft level. The speed of some of the simplest operations can be doubled and the factor of error similarly reduced in contrast to the planless procedures in common usage. There are no natural office workers; every productive procedure must be learned.

For brevity's sake, we will use the single word "code" to connote this general subject except where the context calls for more explicit definition. While we refer herein to coding in business, the problem is in no sense peculiar to business nor are its best features, which are applicable to business, exclusive to business enterprise. Every aspect of the problem is equally relevant in government, in social service institutions, schools, hospitals and the professions.

Coding is the substitution of a symbol for a statement or description of fact. The code may be in a single part or of various parts. It may be written by any existing method, or expressed physically by such means as a hole in a solid for mechanical, manual or electric operation. It may be visible or invisible.

A code may enlarge or redefine information by motivating or integrating other codes. In most instances a code requires interpretation although it is frequently self-explanatory.

The primary function of a code is to provide simplicity, speed and accuracy in processing and recording data.

A coding system for a given enterprise is a combination of integrated codes, or separate codes as components of an overall coding plan. It may include a standard coding system or that of a related enterprise, such as a customer or correspondent.

One of the most universally known codes is that designating your telephone. The telephone company may write it, for your convenience and its profit, as BOgardus 4-7601. Mechanically it employs or processes it as 2647601. Subscribers with large telephone usage have many lines and additional stations for each line, so that the user may announce his number as Bogardus 4-7601 extension 1046. But "Extension" is too long to write, so this is coded by common practice as "ex" or "x" 1046. (How

# How to save folding time and money!

***Costs less than a typewriter!***

The hand folding of form letters, bulletins, statements and other mail enclosures is not only monotonous and boring for your office workers . . . it also wastes their time and your money!

You can stop this waste with a Pitney-Bowes model FH office Folding Machine.

Electrically driven, with semi-automatic feed, it is far faster than hand folding. It can make two folds at once, double fold 8½ x 11 sheets up to 5,000 per hour. With automatic feed (optional at slight extra cost) it is even faster.

The FH makes eight different folds, handles sheets as large as 8½ x 14 inches, as small as 3 x 3 inches in most any weight and finish. It even folds sheets stapled together, easily, accurately.

Small and light, it can be moved anywhere, used easily by anyone, doesn't need skilled operators. Just move two knobs to the required measurements and it's ready to fold in seconds!

The FH *costs less than a typewriter*, quickly earns its cost even with only occasional use in small offices. Call your nearest PB office for a demonstration. Or, send the coupon below for a free illustrated booklet.

***The larger fully automatic Model FM, folds up to 19,000 sheets an hour.***

**PITNEY-BOWES**

# Folding Machines

*Originators of the postage meter . . .*
*94 branch offices, with service in 259 cities in U. S. and Canada.*

PITNEY-BOWES, INC.
3410 Walnut St.,
Stamford, Conn.

*Send free booklet on Folding Machine to:*

Name . . . . . .
Firm . . . . . .
Address . . . . . .

For More Information Circle No. 113

introducing

# EFFORTLESS COLLATING

with the NEW

## COLLAMATIC

## Electric Collator

Model "800" CONSOLE

ONLY $345. F.O.B.

Collate *without* effort — *without* fatigue. Collate as fast as you duplicate WITH THE NEW COLLAMATIC — the electric collator designed specifically for the modern office.

Think of it, an *electric* collator that will cut labor costs in half — actually pay for itself. An office machine that everyone will love to operate.

Touch the automatic starter and the sheets are advanced for inspection. Touch it again and collate. Just *touch* and *collate;* that's all.

Lots of other features too! Each bin will hold more than a full ream of paper. Scientifically designed stapling and stacking bin insures uninterrupted work flow. Positive feed, MAGICFEED rollers feed right down to the last sheet. Priced to sell for LESS than most mechanical collators.

Be first to have "EFFORTLESS COLLATING" in your office. Write for brochure and the name of your nearest distributor.

☐ I'd like a demonstration of the New Collamatic.

☐ Please forward additional information.

Name.....Title.....

Firm.....

Street.....

City.....State.....

ELECTRIC COLLAMATIC COLLATOR

*Wayne, New Jersey*

MOuntain View 8-2900

THE ELECTRIC COLLATOR FOR THE MODERN OFFICE

For More Information Circle No. 152

many things does the lowly x code: the unknown in an algebraic equation; the former spouse of a divorced person; transactions in United States Steel Co. shares on the New York Stock Exchange; a telephone substation for the use of the assistant sales manager; or the code room, if you please, at the risk of overplaying the use of this important four letter word CODE!)

So now the telephone number looks something like this for the assistant sales manager of the subscriber to telephone No. ("No" for number please) Bogardus 4-7601: 2647601x1046. But who can read, listen to with ease, recall with accuracy, and record without transposing or missing a numeral a full telephone number which is thus constituted—26476011046.

But you can easily memorize Bogardus 4-7601, particularly when there may be no Bogardus 1, 2, 3, 5, 6, 7, 8, or 9, and when it is known that the Bogardus exchange serves the wholesale meat district of the city whereas Bowling Ball serves the night club district, or the silk stocking district. (Is "silk stocking" description, definition, colloqualism, or a code?) So you can easily hear, understand, speak and memorize Bogardus 4-7601. All of these are important human traits in the successful use of this particular code. It is arranged to be automatically translated into a series of numerals only for mechanical processing because machines do not have to hear, understand or speak, and they substitute recording for memorizing.

That you may be induced to work for the telephone company and make your own call of 2647601, the company has not only named this exchange but it emphasizes how to go from code to code by writing the number BOgardus 4 hyphen (-) 7601, although it does not care whether you dial BO 4-7601 or 2647601. Or does it? Indeed it does if there is any chance that you will confuse zero and the letter "O" when you call. (In fact this is a principal fallacy in the telephone dial: the appearance of both the letter "O" and the cipher "0." It is our guess that if they were designing the dial today in the light of the increasing need for cipher-code control because of the widening circle of telephone service, they would not use two ideas represented by the same symbol.)

But what about the hyphen? Is it wasting a space? Mechanically, yes; but not from the human compatibility point of view. It is needed. As used here the hyphen is a hyphen, but it might be a code.

May we interject the observation that we are considering the telephone code from the viewpoint of general interest based on information which is available to all. We do not know, and if we did we would not thus write, of the mechanisms of the telephone company to handle the problem presented here so far as its internal procedures are concerned. We can visualize any of a number of techniques which may be employed, and they probably have many highly specialized mechanical devices to record and process codes which I do not know of. This explanation is interjected lest the telephone company is in any sense held accountable for what is written here. This analysis is for illustrative purposes only.

What happens in the electrically motivated machinery which, without hearing a word or uttering one, picks up a call from Fishbein 6-9246 and selects a distant city, and a given telephone exchange therein, and connects the subscriber's or call to BOgardus 4-7601? In doing so it may handle machinery controlled by codes which may be expressed in an unbroken series of numerals which may look like 3962694701.

In handling this call the telephone company may have to pick up, interpret (by automatic code) and reapply your request by finding an alternate line or lines to get you from the Fishbein line in one city to Bogardus in another —or 2 in the millionth position and 1 in the hundredth thousandth position to 4 in the millionth position to 3 in the hundredth position, on any of a dozen

circuits or combinations of circuits which make the trip from city to city, and then select the desired exchange from among them.

If someone later wanted to know whether Bogardus 4-7601 in fact called Fishbein 6-9246 or did Fishbein call Bogardus on a given day, at a given hour, how long the line was kept open, whether there was an error in dialing, whether the call originated over the Bogardus 4-7601 station or whether indeed it was originated from the neighbor's apartment and the call was from Bogardus 4-3107, or from a pay station at the corner drug store—there is probably certain collateral information which the telephone company's coding apparatus will record and which could be dug up.

The point here we trust is established that through various coding techniques a wide amount of diverse information is processed and recorded; and that from this, by other codes, the company may calculate how much you owe for this particular telephone connection, and how much to collect from you and pay to Uncle Sam as his tax. Beginning with a code for designating a telephone which is adjusted to the habits and psychology of the casual user of telephone service, the company gathers in the call, and the facts resulting from it, and proceeds through mechanical or electronic means to provide a host of services and facilities without further interference by human service.

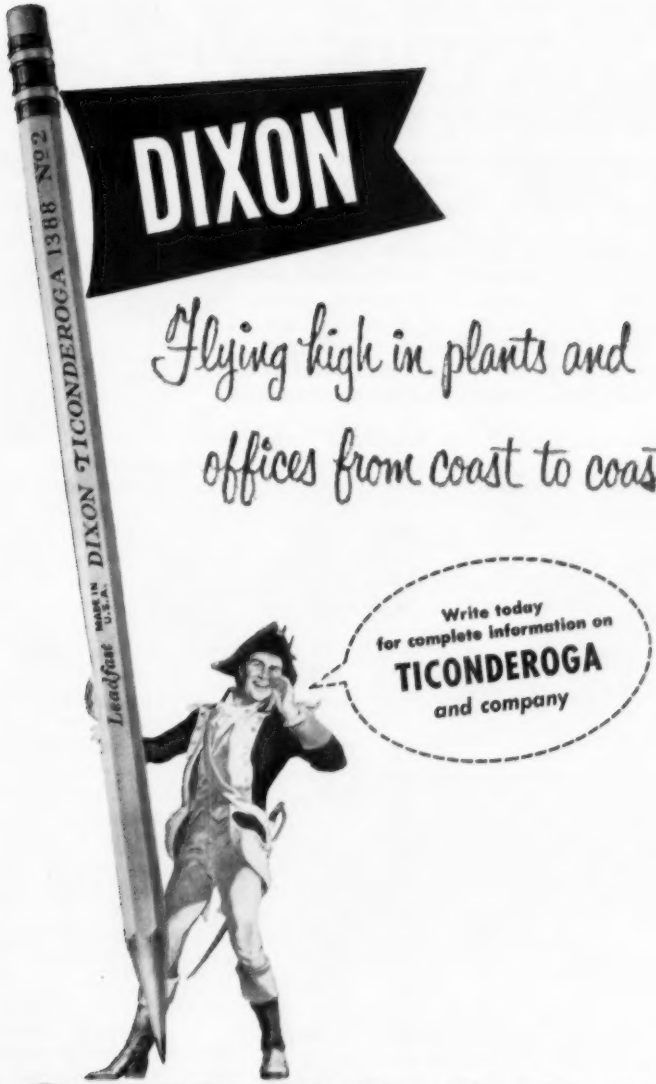
Other illustrations of the use of codes by business will doubtless occur to the reader who will be aware that there are many technical problems connected with coding and that the dollar value of the best coding is a tremendous consideration in our economic and financial life.

The use of numbers and letters (also letters making a word) are recurrent in the above illustration. So far as public knowledge is concerned, no symbols are used except the hyphen. This, while not essential to the code, is an important help to the collateral consideration of being compatible with human characteristics in using the code. In this instance, the hyphen is solely for these human purposes. It may be dropped and no feature essential to the code's functioning will be lost. But it helps very much in calling, understanding or memorizing the number.

Beyond usage by the public, the internal operations of the telephone company in handling any given call doubtless employ symbols, such as holes in a card or a tape for electric or mechanical impulse or control, holes or notches in cards for manual motivation, magnetic spots of variations in the opacity of paper, and many other fixed devices recognizable by human faculties or mechanical techniques.

A code is more accurate than the definition of fact which it replaces because there are too many possible variations in the manner in which the fact may be expressed, whereas there can be no variations in the code itself. For instance, Chas. J. Smith may have an account which is coded as 76-104. That is unvarying. Not in the same system of coding can there be another 76-104. But suppose that Chas J. Smith elects to vary his signature, and on a second occasion it is Charles J. Smith, or a third as Chas. Jonas Smith, or a fourth as Charles Jonas Smith, or a fifth as C. Jonas Smith, or a sixth as C. J. Smith, etc., etc. All these variations present a problem in interpretation and an invitation to error. But how can you write 76-104 with a variation? True it may be 76104, or 76,104, but under the usual practices this would not change the definition of the basic fact, but might be omitting or changing some collateral information represented by the hyphen, the space, the comma or by the substitution of any other symbol in that space, except a numeral.

This does not get into the complexities—all of which are overcome by the use of a number—of the situation in which there are two Chas. J. Smiths, but from different cities, or perhaps from the same city; nor the cases in which a




# TICONDEROGA

Pencil Sales Division 228-J-9, The Joseph Dixon Crucible Company
Jersey City 3, New Jersey

For More Information Circle No. 179

given Chas. J. Smith has several accounts or a single account with several shipping points. All confusion and inexactness are eliminated by the use of a number for each fact or set of facts.

One customer may be John Dee, the next Emanuel Burlingham Leffingwell—two words vs. three words; seven letters vs. 28 letters. Numbered, they are processed through the various paperwork techniques as two peas in a pod. One is coded as 18-496, and the next as 27-342—same number of spaces, same simplicity of reading or recording the same exactness of definition. There are many aspects of the advantages thus gained, too detailed to be discussed here.

We can extend the telephone code illustration to emphasize economy in processing. Suppose you are taking off a list of items, or controls or any other numbered series for analysis, report or wire transmissal or other processing. You come to the group of entries in the major field of the number represented by say 18. Your entries thus become

| | |
|---|---|
| 18-107 | Then 24-110 |
| 147 | 174 |
| 189 | 198 |
| 672 | 627 |
| etc. | etc. |

On the other hand, there is some waste in BOgardus. What of the "gardus"? What purpose does it serve? To limited ones: memorization and calling (possibly some value in understanding or comprehending). In any event, beyond those points the "gardus" drops away like the umbilical cord. Those letters are not needed after the first act.

However, for certain collateral processing the telephone number can be shortened and simplified by coding a part of it. The exchange designation may be reduced from Bogardus 6 to a simple letter "a"—difference of 9 spaces and even more in penstrokes in writing. In a recent experience we had to analyze the calls and costs of a certain subscriber which were going through a given group of exchanges. The codes we used were letters, as follows:

| OUR CODE | TELEPHONE EXCHANGE CODE | SPACES SAVED | % OF SAVING |
|---|---|---|---|
| a | Adams 2- | 7 | 60 |
| b | Boling Ball 8- | 14 | 74 |
| c | Chesapeake 5- | 12 | 70 |
| d | Digby 4- | 7 | 60 |
| e | Edgemere 5- | 10 | 66 |
| f | Fairlawn 4- | 10 | 66 |
| g | Gracie Square 3- | 15 | 75 |
| h | Hubbell 2- | 9 | 64 |
| j | Jackson 3- | 9 | 64 |
| k | Knickerbocker 4- | 15 | 75 |
| m | Murray Hill 5- | 13 | 73 |
| n | Navarre 9- | 9 | 64 |
| q | Quincy 6- | 8 | 61 |
| r | Randelman 7- | 11 | 68 |
| s | Stockton 8- | 10 | 66 |
| t | Twining 9- | 9 | 64 |
| v | Virginia 8- | 10 | 66 |
| w | Wickersham 3- | 12 | 70 |
| X | Xerxes 8- | 8 | 61 |
| y | Yarrow 7- | 8 | 61 |
| z | Zanzibar 7- | 10 | 66 |

By this re-cording operation we saved perhaps one-half the paper and two-thirds the calling or writing time; obtained secrecy and possibly sacrificed a minimal amount to error.

This analysis of illustrative highlights of coding, I think, suggests that there are three major questions which should concern anyone who undertakes a study of the coding problem in his own business. These are:

1. Obtain the maximum flow or continuity of use of the same code, or the same code base with adaptations for different operations or controls, throughout the total enterprise served.

2. Adopt and interpret machines and other mechanical equipment in terms of their facility in using codes effectively, without requiring that the code be unnecessarily long, unreadable or complicated.

3. Pay strict attention to the psychological problem involved, and the flexible adjustment of codes to manual as well as to machine operations.

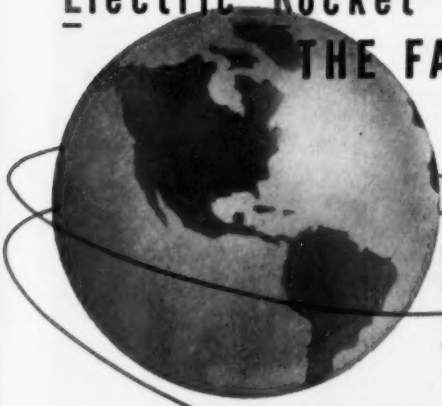
A collateral consideration to the second major question is that of gaining some insight into new machines and electronic methodology even though many of them may be still on the drawing board. One of the factors entering new machine design at the drawing board level is efficient and effective use of codes to control the data which the machine is designed to process.

For More Information Circle No. 345→

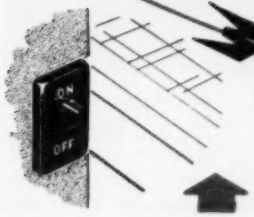
# A NEW *Era* IN DUPLICATING ....

## Electric Rocket Automatic

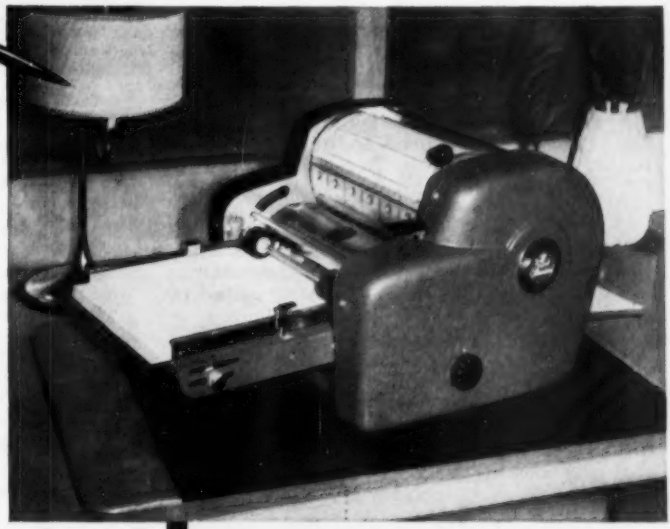
## THE FABULOUS *Standard* ROCKET



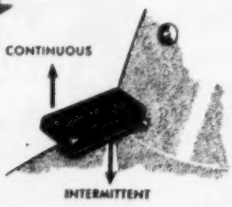
Here is the latest, the most advanced design in fluid duplicators, completely automatic . . . A troubleproof, long life machine, guaranteed by Standard, the Pioneer of Fluid Duplicating in America. It opens up a whole new world of efficiency and economy in handling the mounting paper work in today's business.




Just flip the switch and quiet dependable power makes short work of your duplicating. Speed, 120 copies a minute.



This feather - balanced, efficient lever control gives instant automatic response at a touch. Down for a single copy. Up for a full run.




*Use the handy coupon for a demonstration. You will be under no obligation.*

**STANDARD DUPLICATING MACHINES CORP.**
**EVERETT 49, MASS.**

**STANDARD DUPLICATING MACHINES CORP.**
**EVERETT 49, MASS.**

*Gentlemen:*

The description of your new Standard Electric Rocket sounds very interesting. Please contact us for a demonstration in our own office. We understand there is no obligation.

*Company* .....

*Address* .....

.....

*Individual* .....

# NOW

## for the first time!

## *prepare masters for spirit and other fluid-type duplicators by*

# XEROGRAPHY

Xerography revolutionizes the whole field of spirit and other fluid-type duplicating with its speed and economy! Now, masters can be made in minutes. Before, it often took hours.

It's easy for an office girl to prepare these types of masters—*with photographic accuracy.* Multiple copies of a letter (including letter-head and signature), engineering drawing, report, parts list, magazine article, newspaper clipping, or any other type of document can now be run off quickly and economically on a spirit or other fluid-type duplicator.

It is not necessary to *retype* or *redraw* an original document. With the versatile new XeroX® Flo-Set* Unit and XeroX copying equipment, anything written, printed, typed or drawn can be copied onto a master *exactly* as it appears in the original. Documents up to 17"x22" can be reduced to 8½"x11".

Xerography is a *clean,* fast, dry, electrostatic copying process. Eliminates drawing, tracing or typing onto masters . . . no proofreading or correcting.

Versatile xerography can also be used for preparing masters, for offset duplicators and translucent masters for diazo type machines. In addition, up to 8 copies of a document can be made from *one xerographic exposure,* including an offset paper master or translucent master.

Let us show you how versatile xerography can save time and cut your duplicating costs.

**WRITE for details of this new dimension in speeding paperwork.**

*A TRADEMARK OF THE HALOID COMPANY

**THE HALOID COMPANY**
**55-21X HALOID STREET, ROCHESTER 3, NEW YORK**
BRANCH OFFICES IN PRINCIPAL U.S. CITIES AND TORONTO

PRODUCTS FOR XEROGRAPHY · THE HALOID CO · ROCHESTER, N.Y.
XEROX ®

# XEROGRAPHY

(ZE-ROG-RA-FEE)

***The fastest, cheapest, most versatile way to make masters for duplicating***

For More Information Circle No. 104

# How Convair Improved Its Photographic Methods

CHARLES LAHR JR.
*Systems & Procedures Analyst, Convair, San Diego, Calif.*
*(A Division of General Dynamics Corp.)*

RECENT STUDIES of applications of photography at Convair-San Diego have lead to significant operational improvements and reduced costs. These studies grew out of a number of problems common to many business firms that process their own photographs. Savings to our company range from 30% to 50% of previous operating costs. The continuing development of new and expanded techniques and applications for photography as an industrial tool brought about increased workloads and an urgent need for increased utilization of existing photographic facilities.

Problems expediting photographic work orders at Convair became particularly acute as the rapid build up in workload occurred at a time when operation budgets were being reduced. In order to assimilate this increased load under tight budgetary conditions, a systems study was made in an effort to reduce photo processing time wherever possible. The survey was made in separate phases and the improvements instituted as follows:

The photo lab processes over 225,000 8″ x 10″ prints a year. These prints are made from four sizes of negatives, 2¼″ x 2¼″, 4″ x 5″, 5″ x 7″ and 8″ x 10″. Photographic coverage is provided for various programs, projects, processes, products, facilities, tests, flights, and many other diversified categories.

Security is a consideration at Convair. Many of the photographs concern government projects that are classified as secret or confidential and in such cases the photographs must be so identified on the face and back of photos.

Because of the various conditions under which photographs are made, it has not been feasible to write the title or security classification on the negatives as is done in some organizations. In the past, the title was made by cutting a card stencil, one letter at a time, and as much as three minutes were spent in preparing a title. The approach to this problem took many turns but the final solution was found in the form of a photographic stencil that could be prepared on a typewriter. The average title stencil is now prepared in less than 30 seconds, representing a saving of 2½ minutes per title.

The photographic stencil serves another purpose as well. The back of the stencil is carbonized and the envelope in which the negative is to be filed is placed behind the stencil in the typewriter. In this manner the title is typed on the stencil and file envelope simultaneously. After printing, the title

Carbonized stencil allows preparing a photo title stencil and the negative file envelope at one typing. Stencil is made by Milo Harding Co. Also shown is one of the divided drawers for filing twice as many 5″ x 7″ negatives.

Classification and title are printed on the photograph at the same time that the print is exposed in the enlarger. Numbers 1, 2 and 3 indicate light boxes for printing the title and security classification. Boxes are hinged to the easel and swing upward for insertion and removal of sensitized paper and stencils. Less exposure time is required for printing classification and title than for printing the photo. Number 4 is the time switch for the boxes, 5 is the on-off switch, 6 prints title only, 7 prints classification only.

stencil and negative are filed in the same envelope.

Many types of numbering systems are used in print identification and the selection of any one depends on the circumstances of operation. Within the selection of a proper numbering system lies the success or failure of the cataloging and indexing section. Previously the photo lab had used an alphanumeric system (FY-12345) to identify prints. The only code significance in the number was in the FY which identified the project involved. Since most of the photographs are of Convair designed projects, it was decided to identify prints in a manner similar to the method used for numbering engineering drawings.

The new numbering system is completely numeric and consists of nine digits, 00-00-00000. The first two digits are coded to identify the project or major classification of products, facilities, etc. The second two digits are coded to identify specific parts of a project. The last five digits have no code significance and are assigned sequentially as required. It is obvious that this numbering system assists in cataloging and indexing prints.

Because considerable information is required on the face of the print it was readily apparent that a mechanical device would be necessary if processing time were to be shortened in this activity. Photo lab personnel designed an easel which is used in connection with conventional enlargers. In the illustration, figures 1 and 3 are light boxes for printing the security classifications. Figure 2 is the light box under which the photographic title stencil is placed. These three boxes are

For More Information Circle No. 295→

# 8th ANNUAL

# International Systems Meeting . . . Workshop for Management

SHERATON-CADILLAC HOTEL
DETROIT
OCTOBER 10, 11, 12

GENERAL SESSIONS will hear experienced authorities on Organizational Planning—Measuring Office Work for Incentives—Training Personnel for Electronics — Operations Research Techniques—Quality Control—Selecting Communication Media—Procedure Writing — New Electronic Developments — Records Management—Installing a Large Computer—How to Listen—Punched Card Yardsticks—Management Improvement Programs—Streamlining Procedures — Management Reporting Methods—Applying Statistics to Systems.

IN-PLANT SEMINARS at Ford Motor Company, Chrysler Corp., Burroughs Corp., General Electric—Carboloy, Michigan Bell, Wayne University, City of Detroit, General Motors Tech, Argus Cameras, Michigan Hospital Service, Standard Accident Insurance Co., Evans Products, Ford of Canada.

YOU CAN TAILOR THIS CONFERENCE TO YOUR SPECIFIC NEEDS AND INTERESTS! There's a wealth of value here for you but you must register at once. Write today for a copy of the complete program and registration forms.

FULL-DAY SEMINARS on forms control, work simplification, organizing a systems and procedures dept., work measurement, conference leadership, organizational planning, making an electronic survey; applying electronic data to payroll, to billing and accounting, to production planning and material control; integrated data processing; operations research, its organization and application to inventory management, production control, marketing and distribution, and to purchase vs. make costs.

**EXHIBITS of the latest, most talked-about equipment.**

SYSTEMS & PROCEDURES ASSOCIATION OF AMERICA
Mr. Dar E. Tisdale, General Chairman
Pioneer Specialty Co., Dept. OS 6537 Russell St.
Detroit 11, Michigan

mounted on a hinged portion of the easel and swing upward 95° for the insertion and removal of the sensitized paper and stencils.

The classification and title are printed at the same time the enlarger is making the print. However, the exposure time required for the classification and title is less than that required for the print. Figure 4 is the time switch for boxes 1, 2, 3; 5 is the on-off switch; 6 prints title only; 7 prints classification only. Eight of these easels were built by Convair's plant engineering department and since their installation the printing time per print has been reduced by more than half.

All negatives regardless of size were filed in 8″ x 10″ envelopes. A statistical analysis showed that in the last few years the number of 8″ x 10″ negatives had dwindled to less than 10% of the total. All over negatives could be filed in 5″ x 7″ envelopes. By putting a divider from front to rear in a standard 8½″ x 11″ file drawer, and filing two rows of 5″ x 7″ envelopes in one drawer, the photo lab increased its available filing space by 50%. File cabinets formerly holding 1500 negatives now hold 3000.

File prints are used extensively by the various departments in their research work. When a person did not know the number of a print he wanted it was a lengthy hit or miss proposition to locate it for him. With the new coded number, photo lab personnel can usually pinpoint the particular print within a group of 50 to 100 photographs even though the specific print number is not known.

In addition to normal filing the cross-reference indices, extra prints are made on active projects and put into three-ring binder covers under code designations and in numerical sequence. When a design engineer, for instance, desires a picture of a certain area of a project a quick glance through the binder will tell him whether or not that picture already exists. If not, he requests that one be made. Having the available prints readily accessible for reference reduces the number of needlessly repeated shots.

The print catalogue also provides the means for a planned print retention program. A periodic check of the date in the title box indicates the current status of the prints. Subsequent removal of obsolete negatives from the files for storage in archives follows the review.

*"BREAKFAST READY?"*

# Clear your desk for action

## with the world's most advanced kind of dictation!

The Dictaphone "**PRESIDENT**"...with remote Power-Control

**At your fingertips** is the best electronic dictating equipment in the world. *Yet all you have on your desk is a streamlined hand mike.*

It's the latest in *automatic* dictation—the Dictaphone PRESIDENT. To clear your desk of work as it comes up, pick up the mike and dictate. At your secretary's desk, the Dictaphone TIME-MASTER dictating machine records it all.

Thumb-tip controls give you complete command. You start, stop, mark corrections, indicate end of a letter, play back through built-in speaker or microphone, review your last few words of dictation.

For executives who must have the finest in efficient dictation, the Dictaphone PRESIDENT is the answer. Mail coupon for complete information—or a free desk trial of the PRESIDENT.

**DICTAPHONE**
**CORPORATION**
420 Lexington Ave., N. Y. 17, N. Y.

☐ Please send me your illustrated booklet with complete details.

☐ I would like to try the Dictaphone PRESIDENT on my own desk. No obligation, of course.

NAME . . . . . .

FIRM . . . . . .

ADDRESS . . . . . .

DICTAPHONE AND TIME-MASTER ARE REGISTERED TRADE-MARKS OF DICTAPHONE CORPORATION

For More Information Circle No. 105

# Why does this chrysanthemum promise you more typing production?

This chrysanthemum weighs about two ounces.

It takes less weight than this for your secretary to press down a single key of the new Royal Electric. When she gets to the end of the line, it takes only three ounces to press the carriage return key.

It is 26 times easier to do these operations than on a non-electric typewriter —which means more production from her.

Talk to your Royal Representative. With knowledge of secretaries' salaries, days worked per year, hours typed per day and increased production, he'll figure out with you the savings you may expect by installing new Royal Electrics.

**ROYAL® electric**

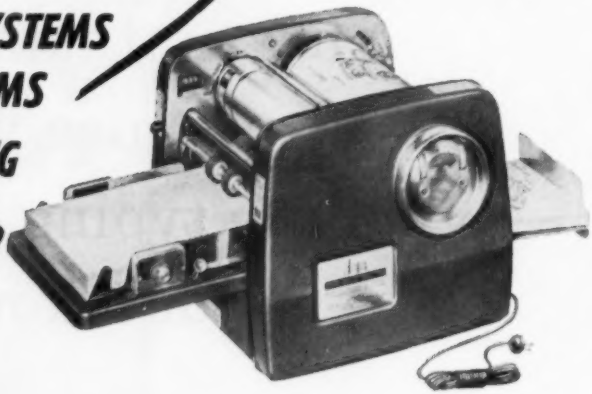
*standard • portable • roytype® business supplies*

Royal Typewriter Company, *Division of Royal McBee Corporation*

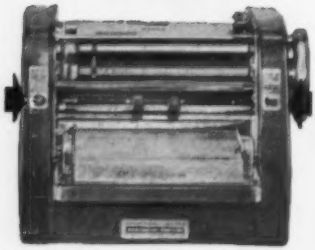
**For More Information Circle No. 300**

# ENGINEERED

**FOR SYSTEMS AND FORMS DUPLICATING**



## the Heyer CONQUEROR *SPIRIT OF '76*



**AND HERE'S WHY...**

The first truly automatic electric duplicator with push-button control. All you do is push the button and motor and feed start operating, and last sheet through turns off both feed and motor *automatically!* The Conqueror Model 76 is the electric duplicator with *unequalled features* —at an *unequalled price.*

Feed Lock-Out (arrow at right) makes Model 76 the ideal duplicator for systems and forms applications. Lock-Out permits single sheet feeding as it holds automatic feed inoperative. Push-Button motor switch in combination with Lock-Out gives you single sheet feeding and single revolution operation with each press of push-button. Block-Out Slot (not pictured) lets you quickly and easily mask information on master so that any portion you desire to block-out will not reproduce.

*Ask your Conqueror dealer to demonstrate the Model 76 or send for FREE booklet, "Duplicating Problems Conquered."*

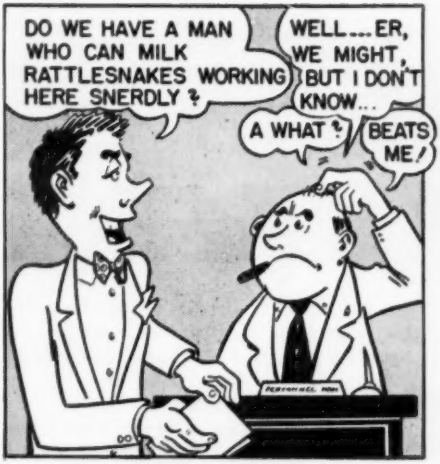
**write to:**

**THE HEYER CORPORATION**

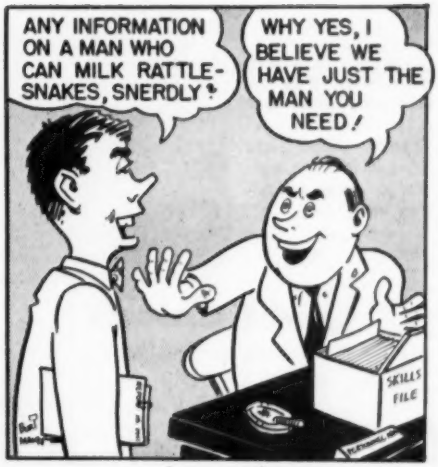
**1821 S. Kostner Ave.**

**Chicago 23, Illinois**

For More Information Circle No. 184




NO 'SKILLS' FILE




WITH 'SKILLS' FILE

# Be Your Own Talent Scout

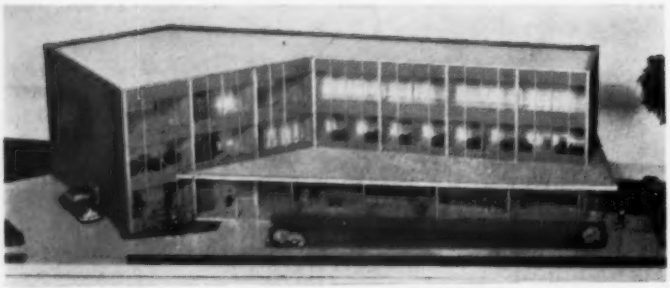
SEYMOUR PAGET
*Methods Analyst, Bayonne, N. J.*

HELP WANTED ads are expensive. They also may be none too reliable. If your company utilizes advertisements to obtain skilled employees, you've already found this out. These ads can be unnecessary. Quite frequently, the man you're looking for is already working in your organization. You know him and say "Good morning," to him—but you're unaware of his latent skill because he's employed in some other capacity.

The better paying jobs, the ones your employees strive for, usually require the most skill. In most instances, management would rather fill these jobs with employees of the firm whose abilities have already been demonstrated, rather than to employ someone untried.

If you knew that a bright, young shipping clerk had been studying accounting, you could use him as a junior accountant. His broad knowledge about the company makes him more valuable. His promotion would make him a happier employee, eager to prove himself in his new job. When the news of the internal promotion spread, employee morale would rise. The realization that

*(Continued on page 138)*



New three-story brick building of the National Cash Register Employees' Credit Union has drive-in window, cafeteria, night depository and vault.

## Credit Unions

*(Continued from page 76)*

speaking, credit unions have lost less than 1% of their total loans. Through the years a healthy balance has been maintained in loans for necessary services and those for durable goods. Whereas farmer credit union loans are made mostly to buy farm machinery and supplies, white collar and industrial employees borrow mainly for medical care and auto purchases or repairs. Other needs include loans for household goods, payment of taxes, mortgages, rent, fuel and insurance.

Usually 1% interest is charged on the unpaid balance of loans, if even as little as $5 is borrowed. At the Peninsular Telephone Co., with headquarters at Tampa, Fla., a credit union loan of $100 paid out in 10 months would cost about $5, whereas the same loan from a loan company could cost as much as $19.25.

Most credit unions provide Loan Protection Insurance. If any member of a credit union either dies before he is 70 years old or becomes totally disabled before age 60, his loan will be stamped "Paid in Full" and returned to his survivors who are not burdened to repay when their financial need probably is greatest.

As a rule neither minimum nor maximum capital is required for a credit union to begin operating, although some states may have set maximums. Credit unions, which must deposit their funds in banks, generally have substantial bal-

The National Cash Register Employees' Credit Union endeavors to counsel and advise members in financial matters, considering problems in a personal light. A voluntary trusteeshhip has been set up to prevent wage garnishment. Money is reinvested in the union's own members in the form of real estate loans.

**MONGOL** is "part of the product" in every American industry . . . the preferred pencil of America-on-the-job! Mongol okays the shipment F.O.B. Detroit. Mongol registers the elevation of a California highway. Mongol fills out the insurance forms in Miami.

Mongol was the first well-known brand of yellow pencil. It's America's standard of quality—and today's Mongol is the smoothest-writing, blackest-writing, longest-wearing pencil you can buy. It's one of more than 3,000 products made by Eberhard Faber, the name people rely on for fine writing materials. Look for that name—Eberhard Faber—on EVERY pencil you buy!

*Trademarks Reg. U. S. Pat. Off.*

**EBERHARD FABER** SINCE 1849

*puts its quality in writing*

NEW YORK • TORONTO

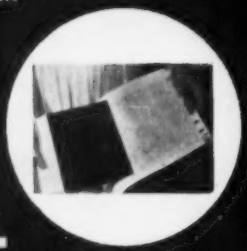
For More Information Circle No. 115

# THIS IS THE FASTEST & CHEAPEST WAY OF DUPLICATING A FEW OR A FEW HUNDRED COPIES IN YOUR OFFICE

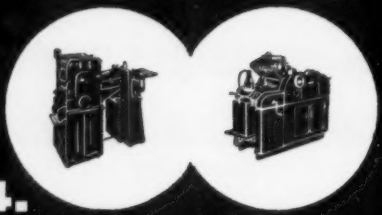
**HERE'S HOW:**

**1.** Photocopier for making matrix

**2.** POLYCHROME Transfer Unit for making your V-Kote* offset plate



**3.** Finished V-Kote* offset plate made in less than one minute from original



**4.** Put V-Kote* on any duplicator —Davidson or Multilith

This simple process enables you to produce a few—or a few hundred—copies of all types of office or business forms, bulletins, drawings, reports, etc.

One sided or two sided copy, typed, drawn, or written—any type of line work can be done faster and cheaper than with any other known method.

**CONTACT YOUR LOCAL VERIFAX DEALER FOR A CONVINCING DEMONSTRATION**

write today for FREE booklet giving complete details

POLYCHROME CORPORATION

2 ASHBURTON AVENUE YONKERS 2, NEW YORK

*T.M. and Pat. Pend. TRADE MARK REG. 9.5.4-D

For More Information Circle No. 116

ances because their members' savings keep accumulating.

For their savings, credit union members receive dividends which vary around 4% at present. On opposite sides of this annual rate are both Dow credit unions: its western division in California recently has been paying 3.6%, whereas the parent in Michigan now is paying its highest dividend—5%. Most credit unions pay less than 4%.

Credit unions are not permitted to pay any dividends or interest on their members' savings until all other expenses have been paid, and not until statutory reserves for bad loans or other losses have been set up. In effect dividends, if paid, actually comprise interest cost for the use of members' savings.

In this country credit unions are chartered either under state or federal law and supervised and examined by the government agency specified by the law under which they are chartered. These unions are subject to such personal property, real estate, and other tax laws as are other businesses—except where they are specifically exempted. Credit unions do not pay income tax on the basis of fundamentally being non-profit organizations.

Not only is each credit union a thrift and loan "club" or "cooperative," but these individual credit unions have formed some 59 leagues in states, provinces and countries, which, in turn, were organized in 1934 into the Credit Union National Assn. to further the organization, interests and operations of credit unions. Groups interested in organizing a credit union can write to CUNA, Filene House, Madison 1, Wis.

All credit unions are paperwork operations carried on in offices. According to CUNA, the bookkeeping work involved in operating a credit union has been simplified so that no special business machines or special training is necessary. As the credit unions grow in size, many of them use machines for accounting. Most credit unions need a

*A Continuous Envelope*

*with dignity, designed to add to the use of punch card systems and all pin feed devices*

•

DESIGNED AND MANUFACTURED BY

**NEWARK PRINTING COMPANY**

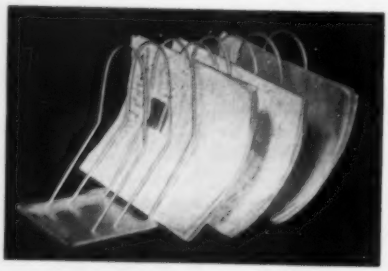
**NEWARK, DELAWARE**

***Representatives in principal cities***

***Write directly to us for information and samples***

For More Information Circle No. 163

# *Evans* DESK ORGANIZER



*Use On Desk Top or In Drawer*

Dividers are molded to rest at angle so each paper inserted lays flat against back of section, leaving unfilled portion open for easy insertion of more papers. Dividers fit into channels on each side of base. Base has generous rubber cushion at each end to prevent marring desk. Works as well in desk drawer as on desk top. Made of all aluminum, acid treated against smutting.

**Complete With 8 Dividers** **$3.75**

**STOP PAPER FUMBLING** 50¢

Tacky-Finger
GREASELESS
ODORLESS
STAINLESS
Finger-tip Moistener

**Carton of 12 Boxes ..... $6.00**

• • •

IF YOUR DEALER DOES NOT YET HAVE THESE—

*Write* **EVANS SPECIALTY CO., INC.**
**1803 E. Grace St., Richmond 23, Va.**

For More Information Circle No. 191


good adding machine, preferably one with direct subtraction, and a typewriter.

CUNA has developed, and sells through its Supply Cooperative, practically all the forms and equipment for its specially developed systems. Among other materials, it offers a Cunapost system for credit unions to handle work with one writing; posting trays; Cunadex steel cabinets; steel files and other office equipment. They publish a *Guide Book for Credit Union Treasurers* who can teach themselves basic bookkeeping for credit union operations. These bookkeeping neophytes can be guided in preparing a general ledger and making a monthly statement; making loans; handling dividends, bonds, corporate records, and procedure for closing books at year's end. A series of charts, for example, shows calculated dividends per share from 1% to 5% at ½% intervals.

Other publications include a monthly magazine, *The Credit Union Bridge*; guide to credit union operations; auditing pointers for supervisory committees; a public relations pamphlet; how to hold better annual meetings; a monthly poster service, and "The Song of CUNA" in verse.

Of course, the credit union of National Cash Register Co. uses machine bookkeeping. At the Aluminum Goods Mfg. Co., Manitowoc, Wisc., for example, a National Posting Machine was added to the office of the Aluminum Workers' Credit Union. The new system necessitates presenting pass books to record either savings deposits or loans.

On the other hand, members of the Gasco Employees' Credit Union, of the San Diego Gas & Electric Co. replaced their pass books with a system of reporting to each member the status of his savings or loan account. Now each member receives from the credit union office a statement of all transactions, at the end of each quarter of the calendar year. The year-end statement, showing

YOU no longer need to waste time laboriously licking and sticking stamps and envelope flaps at the end of your busy days. The postage meter does it faster, neater, more efficiently... this electric model, for example, can stamp and seal 500 letters in *three minutes!*

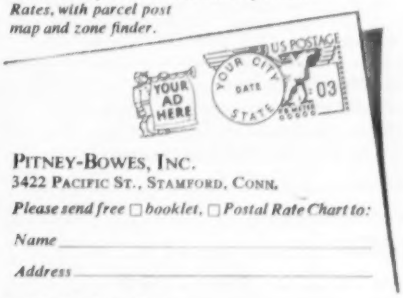
The postage meter *prints* postage—any amount you need, for any kind of mail—directly on the envelope, with dated postmark—and with your own small ad, if you like. A big time saver with parcel post, too—prints postage on special gummed tape for packages.

*For small offices, the low-cost DM, a desk model postage meter (below).*

The meter is set by the postoffice for any amount of postage you want to buy...protects it from loss, damage or misuse, accounts for postage on visible registers. Anyone can become a metered mailer...and anyone can easily learn to use a meter. It more than pays its way in any office—in so many ways!

There's a model, hand or electric, for every business, even the smallest. Ask your nearest Pitney-Bowes office for a demonstration, or, send coupon for free illustrated booklet.

**FREE:** *Handy desk or wall chart of Postal Rates, with parcel post map and zone finder.*




PITNEY-BOWES, INC.
3422 PACIFIC ST., STAMFORD, CONN.

*Please send free* ☐ *booklet,* ☐ *Postal Rate Chart to:*

*Name* _____

*Address* _____

PITNEY-BOWES

# Postage Meter

*Offices in 94 cities in U.S. and Canada*

For More Information Circle No. 117

**NEW Visi-Shelf FILING SYSTEM**

**Filing System**

**FOR MAXIMUM SPACE SAVING!**

**"OPEN-TYPE" SERIES SAVES SPACE!**

**SAVES TIME! SAVES MONEY!**

with

**"TWICE AS MANY RECORDS IN THE SAME SPACE"**

or

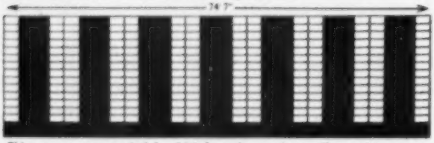
Your Same Amount of Records in HALF the Space!

Typical Visi-Shelf installation shows space-saving advantages!

Open-type units provide ready record accessibility for faster, easier filing!

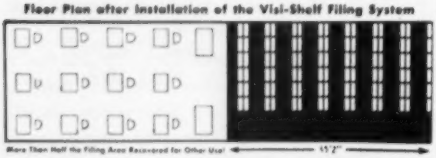
**THESE SAVINGS CAN BE YOURS**

**Floor Plan of an Actual Filing Area Before Installation of the Visi-Shelf Filing System**




This area was occupied by 196 four drawer letter filing cabinets with a filing capacity of 784 drawers or 20,776 filing inches.

**Floor Plan after Installation of the Visi-Shelf Filing System**




90 Visi-Shelf Filing Units, occupying less than half the original filing area, hold all of the records previously filed in the entire filing area! These units, with a filing capacity of 25,380 filing inches offer 4,604 more filing inches — an increase of 25% in filing capacity.

**Visi-Shelf File, Inc.** O-9
**105 Reade Street New York 13, N. Y.**
**Please send free catalog describing the new Visi-Shelf Filing System.**

Name _____

Firm Name _____

Address _____

City _____ Zone ____ State _____

For More Information Circle No. 164


a complete record of the year's transactions, is mailed each January.

Upon taking a second look at credit unions, it would appear that they are neither socialistic nor anti-profit activities. They are limited in scope, personal in nature, and mainly managed by employees of profitmaking concerns such as Swift & Co. in the meat and allied businesses, Monsanto Chemical Co., Granite City Steel Co., and Marathon Corp. which handles pulp and paper in Marathon, Wis. Bankers, for example, recognize the service rendered by credit unions. There are about 38 banks whose employees operate their own credit unions. Moreover, credit union money is invested in banks and credit unions at times have branched out into providing life insurance, supermarkets, real estate and other diverse enterprises.

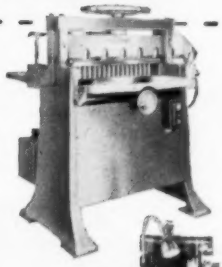
These examples might suggest that credit unions are assuming the business of banks and bankers. Still, there are times when credit union managers and credit committees have to keep from becoming skinflints who deny loans to members who joined to borrow as well as to save. How much head and how much heart to exercise is a problem for credit union officers.

As Richard Y. Giles observes in his enlightening book, *Credit for the Millions*, "credit unions have all the strong and weak points of amateurs. At their best they are wonderful. At their worst they are incompetent. As long as they are small and cannot afford to pay for help, they have the perpetual problem of finding volunteer workers. Even when they are large and prosperous, the character of amateur directors may produce problems. They may be too businesslike, or not businesslike enough."

Mr. Giles further notes that some credit unions "demand heavy security" for loans, overlook small personal loans and specialize in lending money for autos or real estate. Moreover, some credit unions might still be living under the shelter of a company's subsidy al-

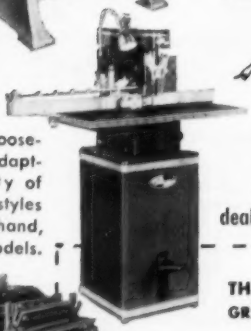
*IF you operate or plan to operate your own printing or duplicating facilities*

# YOU NEED THIS Challenge® EQUIPMENT



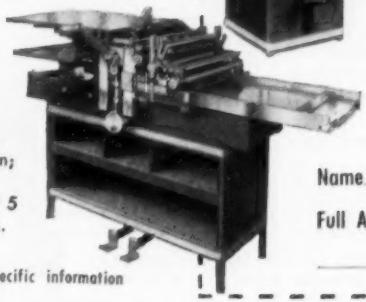
**PAPER CUTTERS:**
11 models — 7 sizes . . . from lever cutters in bench and floor models — to power cutters with hand or hydraulic clamp. Engineered to provide smooth, accurate cutting with minimum effort and maximum safety.

**PAPER DRILLS:**
For standard run of loose-leaf work. Also adaptable for variety of novelty jobs. 9 styles available — hand, foot, power models.



Challenge
TRADE-MARK ®

dealers in all principal cities



**PROOF PRESSES:**
Always a sharp clean impression; easy operation. Full selection of 5 styles — 5 sizes.

**THE CHALLENGE MACHINERY CO.**
**GRAND HAVEN, MICHIGAN**

Send details as checked below:
☐ Paper Cutters ☐ Paper Drills
☐ Proof Presses ☐ Paper Punches

Name _____

Full Address _____

_____

Mail coupon for specific information
744A

For More Information Circle No. 118

though the need has been outgrown. He adds that "a credit union with banking ambitions serves little purpose in most communities."

Other credit unions may be organized, but uninspired. Apathy may prove to be a big drain on their value. Some credit unions may idle along for years with the wolf at their door even as it is at the doors of their members. And, while some companies may lack volunteers with ability to be amateur bankers, many business executives keep eyes peeled for good executive talent to be promoted into higher company positions out of credit union ranks.

Credit unions cannot be judged either by the capital they've amassed or the dividends they pay. Their honest value might be better demonstrated by how well they've helped their members to learn how to save, to help themselves when in need of money without recourse to high rate moneylenders, and to teach themselves how to handle their own finances.

# Now Elevators Can Talk

THE TALKING ELEVATOR made its public debut in New York, allowing the power of speech to control operatorless elevators. Passengers in the National Distiller's building at 99 Park Ave., found their usual elevator operator missing and a friendly voice taking over with messages of instruction on a pilot car. The Phantom Voice is an innovation of the Westinghouse elevator division. Tishman Realty & Construction Co. is pioneering use of the first talking elevator as a means of furthering tenant acceptance of operatorless elevators.

Heart of the talking elevator is a


## The ROL-RACK

**with FIVE FEET of Shelf Space!**

A few of the hundreds of users of the

**ROL-RACK**

**Bethlehem Steel Co.**
**U. S. Government—U. S. Veterans Hospitals**
**Continental Assurance Co.—**
**Reuben H. Donnelley Corp.**
**Armstrong Rubber Co.—Esso Standard Oil—**
**Western Felt Works—Fairchild Aerial**
**Surveys Inc.—Anchor Casualty Co.**
**New York City Bar Association,**
**Schools, Libraries, Lawyers, etc., etc.**

**Sturdy and Durable**

Made of choice selected 1¼" hardwood. Sloping shelves angled for title reading, *doweled* and *bolted* to insure durability. Side-riveted swivel casters with resilient rubber tires which roll smoothly with a full load.

**Dimensions: 32" long, 13" deep, 31" high**
**13" between shelves**

Satin Walnut Finish or Natural wood Finish. Manufactured to sell for $69.50 mass production makes possible this LOW LOW price of

**$49.50**

F.O.B. Factory
Stamford, N. Y.
Weight 49 Lbs.

**HEARTHSIDE INDUSTRIES**—A Division of The Grolier Society Inc.
2 West 45th St., New York 36, N. Y. **Attractive Dealer Franchises Available**

For More Information Circle No. 169

• NEW
• DRAMATIC
• ULTRA DELUXE

**NOW**...offered to you for the first time this **"MANUAL OF MODERN PLASTIC AND LOOSE-LEAF BINDING"**

GBC Plastic Bound

"Plasti-Clear" Cover

# FREE!

## ...to qualified executives

This handsome, elaborate Manual—colorfully GBC plastic bound—has been months in preparation and is one of the most expensive and idea-stimulating books ever offered for selected distribution. Illustrates the many advantages of the modern GBC Binding System...increased efficiencies ...savings in time and money...greater prestige, readership, and life for catalogs, reports and presentations. Pages lie flat—turn easily. You and your staff will want to examine this informative manual. Send for your FREE copy today. Supply is limited.

**GENERAL BINDING CORPORATION**
812 W. Belmont, Dept. O-9, Chicago 14

General Binding Corporation
812 West Belmont Avenue
Dept. O-9, Chicago 14, Illinois

Please send me my FREE "Manual of Modern Plastic and Loose-Leaf Binding." I understand there is no cost or obligation.

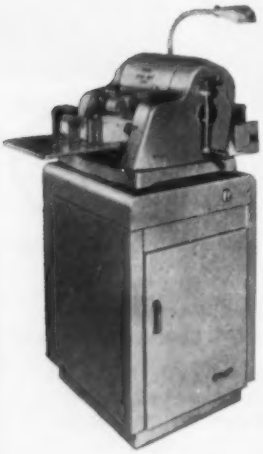
Name _____
Position _____
Organization _____
Address _____
City _____ State _____

For More Information Circle No. 261

. . . You can believe us when we say that this magnificent piece of equipment, precision designed . . . goes everywhere! This "open-arms" policy is the direct result of such advanced features as a 25 second color change and the ability to reproduce continuous tone photographs — both Roneo exclusives. Plus such features as a totally enclosed drum, completely automatic inking with Roneo's Semi-Paste Ink.

## RONEO 500 pays its way wherever it goes!

The Roneo 500 offers you the nearest thing to printing at mimeographing cost! Nothing like it at this price or any other price. For these and other Roneo features write for free copies of RONEOTRONIC Reproductions.



ADDO MACHINE COMPANY, INC.
Dept. O, 145 West 57th St.
New York 19, N. Y.
Circle 5-6940

Exclusive U.S. Distributors:
Roneo Duplicators, Addo-X Machines

For More Information Circle No. 187

system of magnetic tape messages located in the elevator machine room and connected to concealed loudspeakers in the ceiling of the car. The Westinghouse system is fully automatic and, without supervision, is capable of reproducing whatever messages are called for by traffic conditions. The basic unit provides four messages, but any additional number is possible. For example, each floor stop and the names of offices can be announced; as well as "This car up" or "Going down" at each floor. Adaptations of the Phantom Voice to suit the needs of office buildings, department stores, hospitals, schools, banks and any other type of building are unlimited, Westinghouse engineers report.

Instructions are voiced only when passengers do not carry out the proper procedure or when normal traffic is obstructed. If the first passenger entering the waiting car promptly presses his floor button, no message is heard. If he is accustomed to an operator and waits for something to happen, the Phantom Voice reminds him: "Press your floor button, please."

The car doors, opening and closing automatically, are equipped with protective devices. They will not close if a passenger is in the entrance. Should someone hold the doors open, delaying service, the Phantom Voice announces: "Release the doors, please." If the closing of the doors is not interrupted, no message is heard.

A third and less frequent standard message instructs: "Car has stopped because the red emergency stop button has been pressed. If emergency has passed, pull button out." The fourth basic message reassures passengers in case the car is stopped between floors. It says: "An automatic protective device has stopped the car. Please press the alarm bell to notify the engineer." Although this message will almost never be used, it is considered a worthwhile service to reassure the passengers letting them know the situation is under control.

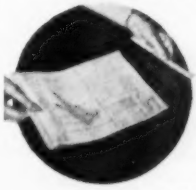

at the CONVENTION

be sure to see

HANO'S COMPLETE LINE

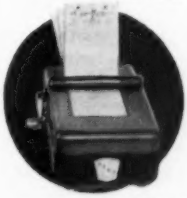
BOOTH 65 NSOEA OCT. 1-5

**Litho Tabulating Forms** – Whether you use a Custom form or one of the twenty-nine Stock tab forms, you can be sure the Hano form will write faster, work easier, and look better . . . Hano litho quality answers your tab form problems.



**Better Snap-a-Part Forms** – For handwrites and machine-writes, there is a Hano Snap-a-Part for every need. Made with the finest Hano one-time carbons, a Hano Snap-a-Part guarantees accurate registration, fine printing and many features for a satisfactory time-saving installation.

**For Continuous Form Speed** – Stop "shuffling" forms and carbon papers, utilize the speed of continuous forms plus the sureness of one-time carbons with Hano Continuous Carbon Interleaved Forms. They give unusual flexibility to any billing or multiple-copy form typing operation.



**Registers and Forms for Every Need** – Hano Register Forms are better working, better looking forms lithographed on eight standard colors of good register bond . . . special purpose papers also available. Sizes, types, colored inks and other special features for individual requirements.

Established Dealers wanted in the South, Southwest and Mid-West.

PHILIP Hano Company INC.

PRINTED MANIFOLD SYSTEMS SINCE 1888

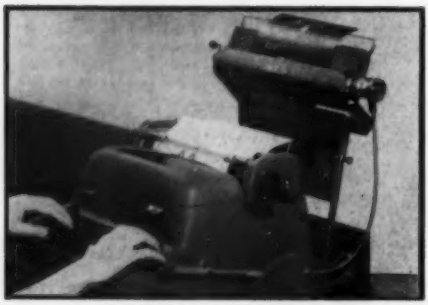
*General and Sales Offices:* HOLYOKE, MASSACHUSETTS *Warehouse and Branch Plant* MT. OLIVE, ILLINOIS

For More Information Circle No. 165

# WANTED

## 25 LOST HOURS!

**Proven surveys with national concerns and Government agencies indicate that your typists might be giving you 15 hours of productive work per week while you pay for 40 hours. What happens to the other 25 hours?**



DON'T BLAME THE GIRLS! They are working under the "head-swinging" handicap. Reading speed cannot be maintained. Words or lines are often omitted or duplicated, resulting in retyping. Eye-strain causes fatigue, resulting in decreased typing efficiency.

Increase your typists' efficiency and cut office costs with Pres-to-line, the world's finest Copyholder. Finest because . . . ONLY PRES-TO-LINE

- Becomes a part of the typewriter
- Easily folds over typewriter, to store into most typing desks.
- Offers instant fingertip spacing or foot-actuated spacing.
- Adjusts up and down and forward, and tilts for light reflection.
- Comes in colors to match all typewriters.

*Contact your local dealer or write:*

**PRES-TO-LINE**
CORP. OF AMERICA
2339 Cotner Ave. • Los Angeles 64, California
For More Information Circle No. 242


# New Badges for National Business Show

TICKETS for the 1955 National Business Show will again be printed on Samas Underwood punch cards, Rudolph Lang, managing director, has announced. Tickets for the show, which will be held Oct. 24-28 in the 69th and 71st Regiment Armories, New York, are in the form of a combination ticket and badge. "This, we think, solves a problem," Mr. Lang said, "that plagues the management of shows with a broad horizontal audience such as ours. Exhibitors have asked us in the past to furnish some means of identifying visitors by name and company. However, the solutions used by shows of smaller and narrower audience, are not practical for us.

"Our new ticket-badges are easy to use. The ends of the punch card are admission tickets to the 69th and 71st Regiment Armories. One ticket car-

Harold R. Russell, manager, Underwood Samas Div., Rudolph Lang, managing director, National Business Show, and L. C. Stowell, chairman of the board, Underwood Corp., examine the combination ticket-badge for this year's show.

# PHOTOCOPIES...

## even under fluorescent lights?

CERTAINLY—without hoods,
visors or light shields!
with the new

*Photorapid*

**"COMPAK"**

At last, a one-piece photocopy machine that *doesn't* need subdued lighting or cumbersome light shields! Under bright fluorescent lights, any girl in your office can copy anything—in seconds—even pages in bound books. These sharp black-on-white copies stay flat and have a dull finish that permits pen or pencil notations. The COMPAK is available in two sizes, 8½" x 14" and 14" x 17".

*Copy-Craft* Dept. 09, **105 Chambers St., New York 7, N. Y.**

*check*

☐ I'd like a free demonstration to see Photorapid's operation under the lighting conditions in my office.

☐ Send me your brochure and full details about Photorapid.

NAME_____

COMPANY_____

STREET_____

CITY_____ STATE_____

For More Information Circle No. 154

# I'M A MARKED WOMAN

Everybody in the office is after my A.W.FABER ERASERSTIK

Back and forth all day long, they trooped to my desk—to borrow my EraserStik. Finally the Office Manager put a stop to it. He got everybody on EraserStik.

It's no wonder EraserStik is so popular. This pencil-shaped, wood-cased white polished beauty rubs out errors in a twinkle, without leaving telltale ghosts. Especially for Typewriting. Equally good for ink and pencil.

For best results expose rubber point about 3/16"

A.W.FABER-CASTELL
PENCIL CO., INC. NEWARK 3, N. J.

For More Information Circle No. 275


ries the name of the exhibitor in the armory in which its display appears. The other ticket is for admission to the other armory.

"The center of the ticket is die-cut so that the back of the ticket-badge can be inserted in a breast pocket with name and company of the visitor filled in and clearly visible on the face. In addition, a slit will be made in the badge part of the ticket so that it can also be worn over a button or with cloth pulled through to hold the badge in place.

Another innovation for the coming National Business Show will be the identification of those manufacturers who sell through dealers. Mr. Lang stated that manufacturers could increase consumer demand by spotlighting those products available through local dealers. In addition, manufacturers can reach the thousands of dealers who attend the show. This will assist the manufacturers in instituting dealer organizations or expanding current channels of distribution.

Commenting on conditions within the industry, Mr. Lang said, "Everyone in our field seems to be highly optimistic over prospects for the coming year. In many areas throughout the country which I have visited in the past few months, business has been good and shows no signs of letdown. Interest in this year's National Business Show is high.

"There are a number of reasons for this," Mr. Lang said. "Competition is intense in all areas. Traditional lines are being expanded and new fields entered by many companies. We fully expect that some of the larger manufacturers will bring out new equipment for this fall's showing and the entire trade is eager to know what they have to offer. The National Business Show will be the first wide business public showing of this equipment. We fully expect to equal last year's interest and attendance which totaled 88,418 visitors from all over the country and 45 foreign lands."

UNUSUALLY QUIET
SUPER-FAST
VISI-BALANCE WINDOW
TWO-COLOR PRINTING
COMPACT KEYBOARD
ERASE TAB-BACKSPACER

**more time-saving, work-saving features**
than any other 10-key machine

# COMPTOGRAPH "202"

The All-New, All-Electric Calculating-Adding Machine

**figures faster than you think.** Unusually quiet in operation, yet fully one-third faster than most 10-key machines. You get clear, accurate answers to every business problem involving addition, subtraction, multiplication and even division. Get a demonstration on your own figure work—simply mail the coupon below.

**FELT & TARRANT MANUFACTURING COMPANY**

**1715 N. Paulina St., Chicago 22, Ill.**

Gentlemen: Without cost or obligation—
- ☐ I want more information about the new COMPTOGRAPH "202"
- ☐ Please arrange an office demonstration
- ☐ Please arrange for a free office trial

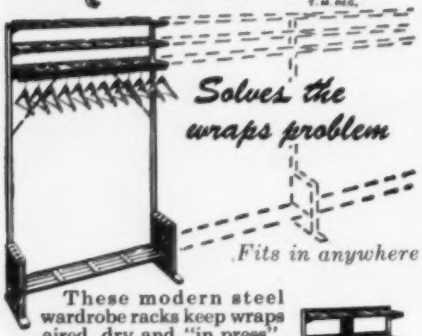
Name _____
Company _____
Address _____
City _____ Zone _____ State _____

Other products of Felt & Tarrant Mfg. Co.: the COMPTOMETER® DICTATION MACHINE and the COMPTOMETER® ADDING-CALCULATING MACHINE. Offices in principal cities and throughout the world.

For More Information Circle No. 149

The OFFICE VALET

T. M. REG.




These modern steel wardrobe racks keep wraps aired, dry and "in press". End crowding of coats and hats in damp lockers or cabinets. Save floor space too—provide ventilated hat space, coat hanger (spaced apart from all others), built-in umbrella stand and overshoe shelf for 3 persons per sq. ft. 4 ft. No. 3-U rack (above) accommodates 12; No. S-6 costumer (right) accommodates 6. Single or double (back-to-back) units in lengths to fit any available space. Strongly welded, heavy gauge furniture steel; baked enamel finish—modern office colors. Standard in offices, factories, schools, churches, clubs, restaurants and institutions.

No. S-6
for private or small office.

NO. 342
VALET WALL RACK
(capacity 12)

Valet Wall Racks come in any length of 2 ft. or longer. They mount directly on any wall—at any height from floor. Give closets and wardrobe cabinets checkroom efficiency. Make ideal wardrobe accommodations for offices, factories, show rooms, restaurants, dressing rooms and in-plant cafeterias, conference rooms etc. . . are even finding their way into home closets.

*Write for Bulletin OV-10*

**VOGEL-PETERSON CO.**

*"THE COAT RACK PEOPLE"*

1121 West 37th Street • Chicago 9, Illinois

For More Information Circle No. 293


## Talent Scout

*(Continued from page 121)*

promotional opportunities exist would go a long way toward insuring more complete job satisfaction. As the news spreads that your organization offers offers opportunity to advance through recognition of ability, the caliber of new applicants increases.

By now you're wondering, "How do I go about discovering this diamond-in-the-rough." You may agree with the theory of utilizing talent from within your organization, but you may not know how to find it. For those in this predicament, a simple tool is at your disposal. You may call it an Employee Skills File.

The time to record all the skills of a new employee is at the time of initial employment. A simple form, listing some 50-60 skills is completed by the new employee at the time he fills out the other required forms. The employee simply checks the areas in which he has previous education and/or work experience and indicates the length of this experience opposite the appropriate title. You may list the skills you require most frequently and usually find most difficult to obtain.

When starting this file, it is necessary to list the skills of all the employees of the organization. They should be asked to fill out the form in the aforementioned manner. Those skills inherent in the job currently held may be omitted. You may also determine that it's a good policy to publish some formal announcement of the implementation of such a system so that your employees can more fully realize the need for completing the Skills Questionnaire accurately and completely. This formal announcement can be also used at your discretion as either a basis for, or as a supplement to, a written promotional policy.

If your organization has a machine accounting office, you may pattern your system after the one to be described. A code number may be assigned to each

For More Information Circle No. 292→

FROM *Cramer* OF KANSAS CITY . . .

# *beautiful modern lightweight chairs in decorator colors,*

***PRICED TO PLEASE YOUR SENSE OF ECONOMY***

Comfortable seating for yourself and your staff, for clients and customers . . . in fresh new design concepts that are pleasing to the eye . . . rigidly constructed for long service, and with easily-removable coverings of elastic U. S. NAUGAHYDE; other fabrics in many colors available. "Wall-saver" side and arm chairs with padded or plastic arm rests, and two handsome swivel models with arms . . . side chairs as low as 31.40, swivels as low as 53.00. Ask to see them today!

**FOR COMFORT,** bonded foam latex padding; 2" on seat, 1" on back and arm rests.

**TON-TESTED!** Modern testing showed these chairs still rigid under more than a ton of pressure.

**"WALL SAVERS"** Backs of side and arm chairs cannot touch wall even when legs do.

**THEY STACK—** Side chairs designed to store easily and simplify floor-cleaning.

***Ask your Cramer dealer***

**OR WRITE DEPT. O-1**
**CRAMER POSTURE CHAIR CO., INC.**
**1205 Charlotte, Kansas City, Mo.**

**MAKERS OF CRAMER POSTURE CHAIRS**

For More Information Circle No. 119

of the listed skills plus one number as a catchall for miscellaneous skills, are routed through the personnel department to the machine accounting department which keypunches the code into a card containing the employee's name, check number and the number of months of experience for each skill. One employee may have a number of cards, one for each skill claimed. When the cards are returned to the personnel department, file them by skill and keep them current by manually interfiling new cards and extracting cards of separated employees.

As vacancies are reported in any of the listed categories or related jobs, consult the cards to arrive at a list of eligibles. Consideration should be given to quantity and quality of the experience, longevity and interest in the position. The best qualified can be given preliminary interviews and sent to the supervisor for final selection.

The Skills File must be kept current. The employee, as he acquires a new skill in some school, may fill out another questionnaire and add another card to the skill code. While the punched card system may prove successful in larger companies, smaller ones may desire to manually code the skills data on needle sorted cards and maintain the file by manual preparation of the skill card.

The key to the Skills File and more proper employee utilization is the preparation of the Employee Skills Questionnaire by each employee. This must be supplemented by constant use of the file as vacancies occur.

By being your own "talent scout," you'll improve the caliber of your employees and eliminate, in the main, any necessity to advertise for those hard-to-fill jobs. You'll find draftsmen, librarians, statistical clerks, reproduction and electronic specialists, etc., in the most unlikely places. You'll benefit, too, by increased employee morale as your personnel realize that self-development does not go unrecognized nor unrewarded.

HEINRICH DIEHL G. M. B. H.
RECHENMASCHINENFABRIK
NÜRNBERG · STEPHANSTRASSE 49

WESTERN GERMANY

For More Information Circle No. 277

# COLE'S FULL SUSPENSION STEEL FILES AT NEW LOW PRICES

No other file at this low price has this really full suspension. 25% more filing capacity. Smooth gliding drawers, spring compressors and guide rods. Olive green or Cole gray finish.

**FOUR DRAWER** **$43.50**

No. 204. Letter size. 14¾" wide, 52¼" high, 26⅝" deep.

No. 504. Legal size. Four drawer. 17¾" wide, 52¼" high, 26⅝" deep. **$52.50**

**TWO DRAWER** **$29.95**

No. 202. Letter size. Desk high, 14¾" wide, 24" deep.

No. 502. Legal size. Two drawer. Desk high, 17¾" wide, 24" deep. **$37.95**

**FIVE DRAWER** **$52.95**

No. 205. Letter size. 14¾" wide, 60" high, 26⅝" deep.

No. 505. Legal size. Five drawer. 17¾" wide, 60" high, 26⅝" deep. **$66.50**

Locks for above Files available at slight additional charge.

## Safeguard YOUR VALUABLES and VITAL PAPERS

Contains a dial lock secret vault, (only you know the combination). Plus three full suspension letter files. Heavy gauge steel, 14¾" wide, 52¼" high, 26⅝" deep. Olive green or Cole gray. No. 2004 D **$64.50**

**←DESK HEIGHT**

Contains one letter size full suspension drawer plus safety vault. Desk high, 14¾" wide, 24" deep. No. 2002 D **$49.50**

**COUNTER HEIGHT**

No. 2003 D (not shown) contains two full suspension, letter size drawers plus safety vault. 14¾" wide, 40" high, 26⅝" deep. **$59.50**

Above cabinets available with locks at slight additional cost.

For More Information Circle No. 262

**COLE** STEEL EQUIPMENT COMPANY
285 Madison Avenue, New York 17, N. Y.

## COLE'S complete home office

**The "DESK n' FILE"**

A complete office all in one handsome unit. Retractable desk, files for checks, letters and stationery, compartments for books. Protected by two strong outer doors under lock and key. Heavy gauge steel. 32⅜" wide, 60" high, 19" deep. Green or Cole Gray. No. 1093.

**$99.75**

Also available in Grained Walnut, Mahogany or Knotty Pine finish.

## Top quality "RECORD-CARD" files at rock bottom prices!

**Combination file for both index cards and other records. Full suspension letter size drawers. Heavy steel, green or gray.**

No. 323. Three letter size drawers plus two card drawers for 3 x 5 or 4 x 6 cards (8000 capacity). 14¾" wide, 52¼" high, 26⅝" deep.
**$62.50**

No. 322. COUNTER HEIGHT (not shown). Two letter size drawers and two card drawers (8000 capacity). 14¾" wide, 40" high, 26⅝" deep.
**$54.95**

No. 321. DESK HEIGHT. One letter size drawer and two card drawers (7200 capacity), plus a sliding shelf. 14¾" wide, desk high, 24" deep.
**$43.95**

"Record-Card" files available with plunger type lock that automatically locks all drawers.

**For More Information Circle No. 262**

**COLE** STEEL EQUIPMENT COMPANY
285 Madison Avenue, New York 17, N. Y.

**TRY THIS MODERN WOOD BLOCK STAMP PAD! . . . . . .**

**Outlives Two Ordinary Stamp Pads**

- Wood Block is chemically treated to hold large amounts of ink and to feed just the right amount to the surface!
- Ink dries instantly on paper yet never dries in the pad!
- Pad surface is always flat and firm does not collect lint!
- Ink cannot gush up between the type causing a blurred impression!
- Impressions are always strong, clear, brilliant and waterproof!
- Ink penetrates pad quickly, will not stand on surface as with ordinary pad!
- Clear-Print Ink and Pad are never affected by moisture or humidity!

**FREE SAMPLES** gladly sent to interested Dealers!

L. A. PHILLIPS, President

**Phillips PROCESS CO.** 192 MILL ST. ROCHESTER 14, N.Y.

For More Information Circle No. 254


# NSOEA Convention

THE National Stationery & Office Equipment Assn. has released an outline of the program for its annual convention in the Conrad Hilton Hotel, Chicago, Oct. 1-5. A special feature of the great exhibit of stationery and office equipment will be a model office furniture store, designed by Ken White who has designed more than 450 stores.

Speakers at convention sessions will include A. Boyd Campbell, president of the Chamber of Commerce of the U. S. and himself an office supply dealer. Robert Kazmayer, world traveler, will tell of the changing world picture. NSOEA's president, Leonard B. Wilcox, will speak on the importance of traveling the "light" route in a talk titled, "Avoid the Darkness."

Gen. Carlos P. Romulo, Philippine representative to the United Nations, will speak at the luncheon meeting on Oct. 3. Following the general practice, the three divisions of NSOEA will hold separate meetings on Oct. 4. The retailers' meeting will include a clinic conducted by Jack Klein, president, Klein Institute for Aptitude Testing, who will demonstrate how to test salesmen.

There will be a general session round table on preventive health measures for the executive, led by Dr. Robert L. Parker, Dr. Howard P. Rome and Dr. James C. Cain, all of the Mayo Foundation. "Are We Kidding Ourselves?" is the title of the report to be made by Dr. Ralph DeArmond Cies, research consultant on the second of NSOEA's management series, "The Inventory Manual," which tells how proper stock control and inventory records can increase profits. The complete program will be published in next month's issue of THE OFFICE. Non-members can obtain information from Paul E. Burbank, executive vice president, National Stationery & Office Equipment Assn., 740 Investment Bldg., Washington 5, D. C.

The Olivetti Electrosumma Duplex Adding Machine does everything a conventional adding machine does, does it faster, and does things the conventional machine can't do, such as storing totals in a second register. Has simplified duplex controls, comfort-slope keyboard, high capacity, fastest cycling, modest price. Write Olivetti Corporation of America, Dept. FM, 580 Fifth Avenue, New York 36, New York.

olivetti

For More Information Circle No. 107

# National Conference & Exhibit Calendar

**Assn. for Computing Machinery,** University of Pennsylvania, Philadelphia, Sept. 14-16.

**Life Office Management Assn.,** Edgewater Beach Hotel, Chicago, Sept. 26-28.

**Personnel Div., American Management Assn.,** Statler Hotel, New York, Sept. 26-28.

**National Stationery & Office Equipment Assn.,** Conrad Hilton Hotel, Chicago, Oct. 1-5.

**Systems & Procedures Assn. of America,** Sheraton-Cadillac Hotel, Detroit, Oct. 10-12.

**National Assn. of Bank Auditors & Controllers,** Denver, Oct. 10-13.

**Records Management Conference,** Edgewater Beach Hotel, Chicago, Oct. 14.

**National Institute of Governmental Purchasing,** Shoreham Hotel, Washington, D. C., Oct. 16-19.

**Office Management Div., American Management Assn.,** Statler Hotel, New York, Oct. 17-19.

**Institute of Management Sciences,** Park Sheraton Hotel, New York, Oct. 20-22.

**National Business Show,** 69th & 71st Regiment Armories, New York, Oct. 24-28.

**Insurance Accountants Assn.,** Shoreham Hotel, Washington D. C., Oct. 26-28.

**National Business Forms Associates,** Edgewater Gulf Hotel, Edgewater Park, Miss., Oct. 28-Nov. 3.

**Controllers Institute of America,** Statler Hotel, Los Angeles, Nov. 6-9.

**Eastern Joint Computer Conference,** Statler Hotel, Boston, Nov. 7-9.

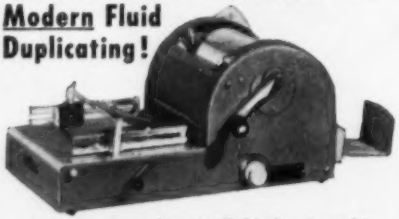
**Industrial Management Society** Time and Motion Clinic, Sherman Hotel, Chicago, Nov. 9-11.

**American Statistical Assn.,** Biltmore Hotel, New York, Dec. 27-30.


**BUY REX-O-*graph***

**for Cleaner . . . Quicker . . .**

**Modern Fluid Duplicating!**



- Accurate copies of all kinds of work!
- Announcements, letters, office forms!
- Colors from one Master, one run!
- Postcards to 9"x14" size . . . tissue to card stock!
- Automatic paper centering!
- Precision-built, trouble-free!

**MODELS FROM $98.50 to $878**
(Plus Tax . . . F. O. B. MILWAUKEE)

**DEALERS:** Choice areas open for steady profits on equipment and supplies!

**REX-O-*graph, inc.***
7844 W. Hicks • Milwaukee 14, Wis.

For More Information Circle No. 279



**GIVE the UNITED WAY**

**UNITED COMMUNITY CAMPAIGNS**

# SPEEDAFILE!

Speedafile makes possible faster, simpler, more economical filing of 3 x 5, 4x6 and 5x8 cards. Look at these advantages:

Thousands of cards immediately available on one level.

Cards within easy reach for quick reference, speedy handling.

No mechanism or gadget to get out of order.

No stooping, stretching or waste effort.

Flexible for large or small volume; for centralized or decentralized filing.

Fastest reference is Speedafile reference—direct from operator to card.

**For full details, write for our catalog completely describing Speedafile as well as other new equipment for the office.**

**PUNCHED CARD USERS:**

Our complete line of tabulating accessory equipment is described in catalog No. 5. Write for your copy today.

**TAB**

**PRODUCTS CO.**

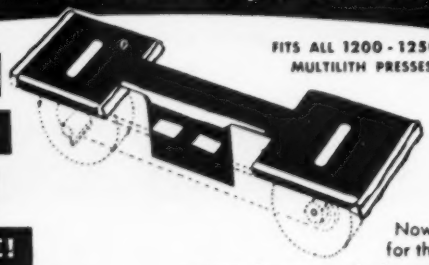
57 Post Street
San Francisco 4

For More Information
Circle No. 139

# AN AMAZING NEW INVENTION

# to ELIMINATE all EJECTOR WHEEL STREAKS

*even over solid printed areas*



FITS ALL 1200 - 1250 MULTILITH PRESSES

**NO TOOLS REQUIRED!**

**SNAPS ON IN A JIFFY!**

**CUTS PAPER WASTE!**

**CUTS RUNNING WASTE!**

**COMPLETELY GUARANTEED!**

Now, for the first time, you can do away with all printing streaks due to ejector wheels running over printed areas. This simple, but ingenious new STREAK ELIMINATOR is a necessity for every Multilith press. Simply insert wiper pad, squeeze on some cleaning fluid, and merely snap on STREAK ELIMINATOR to Ejector Wheels (as illustrated above). Multilith presses are now ready to run . . . free of Ejector Wheel Streaks. Besides the obvious savings in running time, you can DO AWAY WITH PAPER WASTE by printing on stock pre-cut to finish size. The EJECTOR WHEEL STREAK ELIMINATOR will pay for itself on the first few jobs you use it: UNCONDITIONALLY GUARANTEED

COMPLETE UNIT ONLY $4.95

THE EJECTOR WHEEL STREAK ELIMINATOR comes complete with a full year's supply of pads, plastic squeeze bottle, and a generous supply of STREAK ELIMINATOR FLUID. Additional wiper pads can be re-ordered through your authorized ROLL-O-GRAPHIC dealer.

MANUFACTURED BY

## ROLL-O-GRAPHIC CORP.

**133 PRINCE ST. N. Y. C.**

MANUFACTURERS OF TRI-MOL
the "HIDDEN RESERVOIR" MOLLETON

ROLL-O-GRAPHIC CORP. 133 PRINCE ST. N. Y. C.
DEPT. OM9
GENTLEMEN:
PLEASE ENTER MY ORDER FOR ..... SETS OF EJECTOR WHEEL STREAK ELIMINATORS. I UNDERSTAND THIS UNIT IS COMPLETELY AND UNCONDITIONALLY GUARANTEED.

NAME TITLE _____

CO _____

ADDRESS _____

CITY _____ STATE _____

see our **Free Tri-mol Demonstration**

VISIT BOOTHS 65 & 66

**N.A.P.L. Convention**

HOTEL STATLER - CLEVELAND, OHIO

SEPT. 21 - 24

For More Information Circle No. 341

# NBFA Convention

NATIONAL BUSINESS FORMS ASSOCIATES is an organization of independent dealers and distributors of business forms. This year, the organization holds its annual convention at the Edgewater Gulf Hotel, Edgewater Park, Miss., Oct. 28 to Nov. 3. An attendance of almost 200 specialists in business forms is expected.

It was in 1946 that NBFA had its first convention in Chicago when its membership was composed of seven companies operating in seven cities and a convention attendance of nine. Today, 50 member companies operating in over 80 cities comprise the membership and before too long this should be increased to 75 members operating in over 125 cities All members of NBFA are qualified systems engineers with long years of experience in the profession of business forms, design, re-design and the preparation of methods and procedures of forms systems for use on all types of business machines.

# Man's Working Life Is Lengthening

**SEYMOUR L. WOLFBEIN**
*U. S. Dept. of Labor, Bureau of Labor Statistics, Washington, D. C.*

FIFTY YEARS AGO there was very little difference between a man's working life span and his total life span. Life expectancy was comparatively short and only a small proportion survived to the age which we now consider conventional for retirement.

In 1900 there were about 3 million people 65 years of age and over in this country. In 1950 they numbered 11½ million—four times as many. In 1900 those 65 and over accounted for one in every 25 of the population. In 1950 they were one in every eight. Today a third of those born are still alive at 60-64; more than a fifth are still alive at

P.E.C.

SEE THE COMPLETE LINE FOR EVERY MACHINE POSTING NEED AT THE NSOEA CONVENTION IN CHICAGO, ROOM 602-A

POSTING TRAYS AND STANDS

Tray models for sheet sizes from 7" x 11" to 12" x 12". Stands available in skeleton, fully enclosed or with Filing Drawer.

PORTA-MATIC POSTING TRAYS

Porta-Matic Trays available in 12", 14¾", 18" and 23¾" lengths and ten widths from 5" to 17". Lightweight -- portable.

REGISTER FORM TRAYS

Five sizes for all standard register and sales book forms.

POSTING BOX

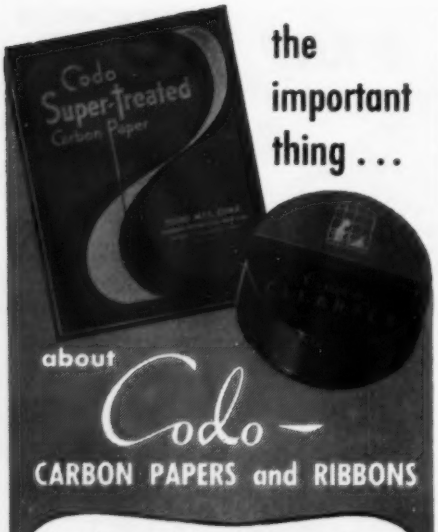
For payroll and other records requiring small capacity containers. Will accommodate sheet sizes 9" x 11", 12" x 12", 14" x 12" and 16" x 12". Capacity 3".

For prices and descriptive literature, write

POSTING EQUIPMENT CORP.
1026 Niagara St.
Buffalo 13, N. Y.

Canadian Associate: PRESTON-NOELTING, LTD.
Stratford, Ontario

For More Information Circle No. 234




the important thing . . .

about Codo—

CARBON PAPERS and RIBBONS

is the positive improvement you'll find in your originals and copies . . . the cleaner, sharper, always more legible impressions these fine products produce for you.

Codo, you see, uses only the world's finest materials . . . employs only the most scientific methods . . . inspects the quality CONSTANTLY.

• *MOREOVER — with each box of Codo Super-Treated Carbon Paper you receive, at no extra cost, Codo's famous Carbon Gripper — a patented device assuring perfect carbon copies every time. Order a box TODAY!*

Codo—MFG. CORP.

*Factory:* CORAOPOLIS, PA.

401 Wood Street, Pittsburgh 22, Pa.

79 Madison Ave. New York 16, N. Y.

564 W. Monroe St. Chicago 6, Ill.

For More Information Circle No. 160


age 70-74.

At the turn of the century, more than one out of every five boys 10-15 years old were workers. By 1950 the Census Bureau no longer enumerated anyone under 14 in the labor force because there were so few. In 1900 the median age of workers was 24.9 years; in 1950 it was 35.9 years. At 1950 levels, the average American male does not enter the labor force until he is between 18 and 19. Between 25 and 55 practically all men are working, exceptions consisting almost entirely of those unable to work. In 1950, four-fifths of the men 60-64 were working; two-thirds of those 65-69 worked and two-fifths of those 70-74 still worked.

Exits from the labor force today are comparatively low in the early ages and these are due mostly to deaths. After age 55 the retirement rate rises sharply, more than doubles among men between 55-59 and 60-64, reaching its peak in the age group 65-69. While disability for work rises with age, more men withdraw from the labor force in their sixties because of prevailing employer attitudes toward employment of older workers and the conventional retirement age of 65 in State old age assistance laws, Federal programs (Railroad Retirement and Social Security) and business pension plans.

Changes in the length of life, combined with later entries into and earlier exits from the labor force, have had their effects on the length of working life of American men. Under 1950 mortality and working conditions, men could expect to spend about six years of their lives in retirement. After 65, people who still work apparently will work until they die. These figures are averages and include the young man who dies while still a member of the labor force and the man who enjoys a long period of retirement. In 1900, a man averaged 2.8 years in retirement, less than half today's figure. If all trends persist in the future, the average number of years in retirement will go

# 'set' your own display type

## PHOTO-COMPOSE TYPE BY SIMPLY DIALING!

**Coxhead-Liner**

By the maker of Vari-Typer®

*Yards and yards of beautiful type at a savings beyond compare!*

**AUTOMATICALLY DEVELOPS, FIXES AND DELIVERS FINISHED PRINTS**

The new *Coxhead-Liner* is an ingenious photo-lettering machine that delivers finished type-proofs, ready for paste-up in ninety seconds. It produces copy in all popular styles and sizes of type—ranging from 14 pt. to 72 pt. No dark room—no trays—no negatives—no waiting. Any office girl can produce type composition *at her desk.*

**INSTANTLY CHANGEABLE TYPE MASTERS**

*Coxhead-Liner type-masters* are changed like phonograph records, dropped into place on the spindle.... ready for action. Letter spacing and justifying is automatic.

**RALPH C. COXHEAD CORPORATION**
720 Frelinghuysen Ave., Newark 5, N.J.

*Send COXHEAD-LINER Book* H-23

NAME.....

COMPANY.....

ADDRESS.....

CITY .....ZONE..STATE.....

For More Information Circle No. 259

# you'll be better satisfied with

# BORROUGHS wrap racks

The Borroughs Wrap Rack is surely a morale booster. Here's how! When a damp or wet (man's or lady's) coat is racked on a Borroughs, it dries evenly and smoothly, and not in a bundle of wrinkles. There is nothing more irritating than a wrinkled coat, especially if it's still damp at the close of the day. And you know there are a lot of wet fall days ahead. If you have an out-moded clothes horse in your office, retire it, and get a Borroughs Wrap Rack. There are models to hold 6, 12 or 24 coats and hats. May we send you our latest catalog? It's a mighty good thing to have around.

**BORROUGHS MANUFACTURING COMPANY**

A SUBSIDIARY OF THE AMERICAN METAL PRODUCTS COMPANY OF DETROIT

**3002 NORTH BURDICK** amp **KALAMAZOO, MICHIGAN**

For More Information Circle No. 109

AVERAGE LIFE AND WORK-LIFE EXPECTANCY FOR MEN, 1900-2000

| YEAR | AT BIRTH | | | AT AGE 20 | | |
|---|---|---|---|---|---|---|
| | Average Life Expectancy | Average Work-Life Expectancy | Average Years Outside Labor Force | Average Life Expectancy | Average Work-Life Expectancy | Average Years in Retirement |
| 1901* | 48.2 | 32.1 | 16.1 | 42.2 | 39.4 | 2.8 |
| 1940 | 61.2 | 38.3 | 22.9 | 46.8 | 41.3 | 5.5 |
| 1947 | 64.2 | 41.6 | 22.6 | 48.0 | 42.8 | 5.2 |
| 1950 | 65.5 | 41.9 | 23.6 | 48.9 | 43.2 | 5.7 |
| 2000† | 73.2 | 45.1 | 28.1 | 53.8 | 45.1 | 8.7 |

*For white males in 11 regional death registration States.
†Estimated by assuming continuation of present trends.

up to 8.7 years.

Despite the marked delay in entering the working force on the part of young people, and earlier exit by older people, men today put in more years of work than they did 50 years ago. Today men spend no greater portion of their lives outside the labor force than they did in 1900, but the longer life they live permits more time as workers more time for education and training, and more time for retirement. While long-term changes evolve very slowly, there are shorter range changes which correspond to changes in economic activity.

NEW • FASTER • EASIER • Automatic!

Destroys Old Papers and Records with No Hand Feeding

The new "SILVER EXECUTIVE AUTOMATIC" Paper Shredder is the first stack feed machine . . . feeds itself automatically! Shreds confidential papers, records, time cards into 1/4" strips—in seconds. Machine is a typewriter-size, portable desk model with full 1/2 HP motor. Safe, easy to operate. Many sizes. Write today for details of 10-DAY FREE TRIAL.

INDUSTRIAL SHREDDER & CUTTER CO.
103 MILL STREET • • SALEM, OHIO

For More Information Circle No. 195

your KEYS

TO OFFICE EFFICIENCY

CARBON-INTERLEAVED FORMS TAILORED TO FIT YOUR NEEDS MEAN

GREATER—

- EFFICIENCY
- CONVENIENCE
- SIMPLICITY
- ECONOMY

SPECIFY NATIONAL LITHO QUALITY AND SERVICE WHEN YOU CONTACT YOUR LOCAL DEALER OR STATIONER . . . OR WRITE

NATIONAL LITHO FORMS CO.
18423 EUCLID AVE., CLEVELAND 12, OHIO

FORMS DEALERS & STATIONERS

IF YOU ARE NOT ALREADY HANDLING THE NATIONAL LITHO LINE, WRITE OR PHONE TODAY.

NATIONAL LITHO OFFERS:

Exclusive Accounts

Advertising & Sales Promotion

Your Imprint on

Forms and Shipping Papers

•

Complete line of continuous, stock, standard, single-set & no carbon required forms

NATIONAL LITHO FORMS CO.
18423 EUCLID AVE., CLEVELAND 12, OHIO

For More Information Circle No. 233


## Surveys

*(Continued from page 25)*

of information acquired through adequate reconnaissance.

c. To be economical in method, a survey should start in areas of high yield or soft areas and then progress to areas of lower yield with an eye on diminishing returns.

(1) Redefinition of an organization unit's mission or purpose which might permit discontinuance of functions is of course the area of maximum yield.

(2) Identification of possible organizational overlaps leading to consolidation of common functions is likely to be the next best place to start.

(3) Standards of accomplishment (expressed in terms of quality and speed) relating to large blocks of substantive work may be third most productive (cannibalization of motor equipment versus its overhaul and rebuilding by a motor maintenance organization is a good example of this).

(4) Analysis of the procedures used for the accomplishment of the substantive jobs of the organization. This analysis would touch upon sequence of work steps but would emphasize proper scheduling and production control of work in process.

(5) Analysis of control machinery including all aspects of accounting,

*"I know you have a date, Miss Wilson."*

budgeting, accounting and process reporting of all kinds is worthwhile from several points of view. Most important from the standpoint of whether such machinery is usable and *used* to make the constant adjustments necessary to efficient operations. Such systems can themselves easily became wasteful and top-heavy. They can become so elaborate as to hamstring line or mission accomplishment action.

(6) An analysis of housekeeping activities particularly from the standpoint of amount and quality of service provided, compared to what is really needed, frequently reveals lushness.

(7) Attention to the job of the individual worker may sometimes be warranted because of what the job loading may reveal about overspecialization and work distribution in the organization. This analysis requires a relatively high time input (of the surveyor if done by interviewers, or the organization if the workers write up their jobs) per probable significant impovement.

**WASSELL CORRES-FILE ORDER DESKS**

give finger tip control of all records. Cards and correspondence or orders can be mixed. All records instantly available.

*Free* **DESCRIPTIVE CATALOG**

**Effective Tools for Effective Management**

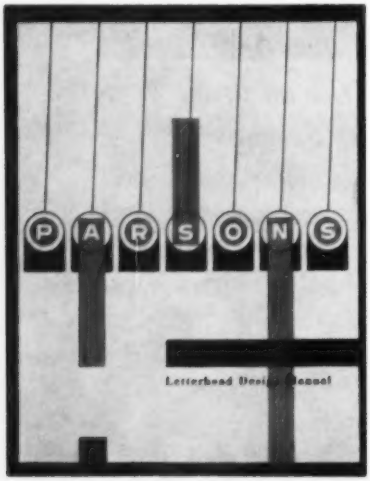
**WASSELL ORGANIZATION, INC.** Westport, Conn.

For More Information Circle No. 239

# New Products

## LETTERHEAD DESIGN

Parsons Paper Co., Dept. 44, Holyoke, Mass., offer a portfolio of original letterheads designed by Lester Beall to serve as an idea source for businessmen. These



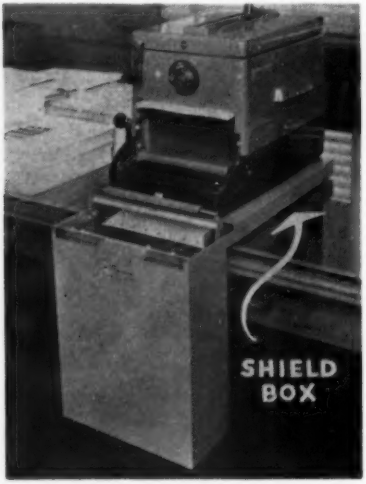

are included in a Letterhead Design Manual, written by Mr. Beall, which includes an enumeration of the qualifications of good letterhead design. There are ten letterheads in the portfolio: one is engraved, four are lithographed in two colors, four are printed in two colors and one in one color. For a free copy of his manual and portfolio **Circle No. 301 on Reader Inquiry Card.**

## NCR ORDER BOOKS

American Lithofold Corp., 500 Bittner St., St. Louis 15 Mo., makes multiple copy Salesmen's Order Books, utilizing NCR (No Carbon Required) paper. Up to five handwritten parts can be simultaneously produced. NCR paper makes clean, clear handwritten copies without the use of carbon paper. Immediately after writing one order, the salesman is ready to snap out the set and write the next, avoiding messy handling and carbon smudges on hands and clothes. Orders can be written faster and each sale is concluded with a neat, clean order as if the salesman had begun a fresh, new order book. For complete information on adapting NCR Order Books to your firm's requirements, **Circle No. 362 on Reader Inquiry Card.**

## OFFSET PLATEMAKER

Polychrome Corp., 2 Ashburton Ave., Yonkers 2, N. Y., announces the Polychrome Transfer Unit, for making V-

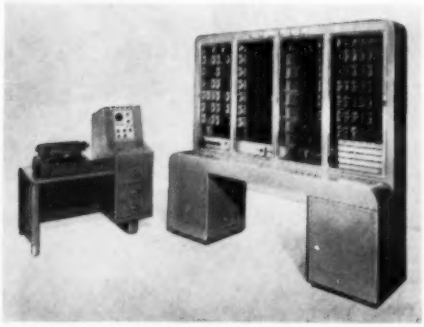



Kote Offset Plates with a photocopier. Unit is designed to accelerate the making of a duplicator-size offset plate. It

has adjustable back and side guides to accommodate V-Kote Plates from 8½" x 12" to 10" x 16". Alignment assembly positions the matrix against the plate and eliminates many press adjustments. A shielded plateholder holds up to 100 plates, protecting the plates from the activator solution. Weighted transfer rollers cut the thumb pressure to only a few ounces. A floating action transfer roller assembly simplifies and expedites the platemaking process. The Polychrome Transfer Unit retails for $75. For free descriptive booklet **Circle No. 380 on Reader Inquiry Card.**

## ELECTRONIC COMPUTER

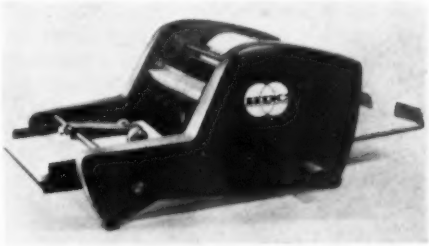
J. B. Rea Co., 1723 Cloverfield Blvd., Santa Monica, Calif., makes the $60,000 Readix electronic computer which is a general purpose, digital, one-address, stored program computer of medium



speed, for fixed or floating point operation. Alphabetic or numeric data may be used. Each of the 4000 words of internal drum storage comprise ten decimal digits and sign, or two commands, complete with addresses. The Readix is supplied with a Flexowriter electric typewriter as standard equipment and its keyboard, as well as its paper tape reader, may be used for imput. Six-hole paper tape coded for the Readix can be read at ten digits a second. It will accept full or partial contents of punched cards at 100 cards a minute using an IBM 523 Reader-Punch to read the cards. Other input methods include magnetic tape and photoelectric paper tape readers. Output can be in form of punched tape, magnetic tape or punched cards to operate other equipment; and typed characters or plotted graphs. For a free booklet describing the Readix **Circle No. 353 on Reader Inquiry Card.**

## SPIRIT DUPLICATOR

Bohn Duplicator Corp., 444 Fourth Ave., New York 16, N. Y., announces the BDC Spirit Duplicator which features an automatic feed, perfect registration and a gravity fluid system that



eliminates the pump. It is roller moistened by a bronze roller that never requires replacement and which moistens to the very top of the sheet. A four-position pressure control provides longer runs and sharper copy from each master. An automatic master clamp is provided to accept and lock the master instantly. The BDC is constructed with ball bearings throughout to be almost effortless to turn and substantially reduce operator fatigue. Styled by Burton Tysinger, it is priced at $134.50. Counter is available at $10 extra. Deliveries will start in October. For complete information **Circle No. 368 on Reader Inquiry Card.**

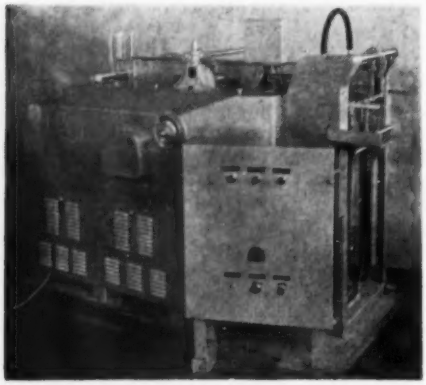
## DIAZO COLOR PRINTS

Tecnifax Corp., 195 Appleton St., Holyoke, Mass., makes a diazo-sensitized material called Varicolor which produces five colors on one print: blue, yellow, red, brown and black. Three bases are available: clear cellulose-acetate film, white opaque cellulose-acetate film, and aluminized, plastic-coated paper. Varicolor is exposed in a whiteprint machine

in the same manner as any other diazotype material. Any well-prepared, translucent original can be used as a printing-master. After exposure, color-former solutions are applied by hand, a different one for each color. Final development is accomplished by passing the print through the ammonia developer. Varicolor also can be exposed by using a diazo-moist printer, blueprint machine, arc lamp and vacuum frame, Beseler Transparency Printer, or sun lamps, as the light source. Even sunlight and a photo-printing frame can be used if simple tests are made beforehand to determine correct exposure time. Ammonia development can be accomplished either by rubbing a dab of cotton, moistened with aqua-ammonia, over the treated areas of the print, or by inserting the print in a closed jar in which aqua-ammonia has been allowed to evaporate. For free booklet **Circle No. 381 on Reader Inquiry Card.**

## ADDRESSING SYSTEM

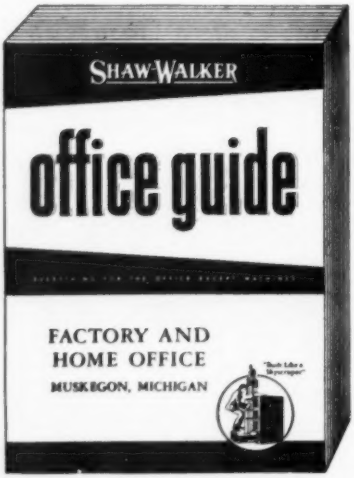
Scriptomatic, Inc., 300-316 North 11th St., Philadelphia, Pa., has developed an electronic sensing mechanism which enables operator to select, reject, print or skip any master card when running the



Scriptomatic addressing machine without disturbing the original master card file. Automatic counters can be set to provide accurate totals of the number of cards in the master file which fall into any or all coded categories programmed by the operator on the selector panel. Sensing mechanism and master cards can be designed to suit user's requirements or master may be a standard tabulating card. For more information on this sensing system and high speed Scriptomatic addressing machines **Circle No. 360 on Reader Inquiry Card.**

## OFFICE GUIDE

Shaw-Walker, Muskegon 5, Mich., have published their 1956 "Office Guide" a colorful, well illustrated 292-page book containing "everything for the office except machines." Included are all types of furniture, filing and record keeping




equipment and supplies. The book also describes many methods of cutting office costs. Its index is quite complete and the entire work can be considered a classic catalog of great reference value to office executives and purchasing agents. For a copy, fill out and **Circle No. 390 on Reader Inquiry Card.**

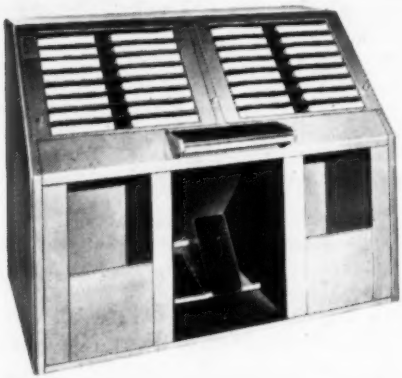
## FORMS APPLICATIONS

Baltimore Business Forms Co., 3144 Frederick Ave., Baltimore 29, Md., offers a free 24-page booklet, "Forms for Business," containing illustrated case his-

tories of 11 different forms including order-delivery-billing, production ticket, manufacturer's agent purchase order, bank deposit ticket, accounts receivable, department store salescheck, lay-away system, specialty store salescheck. For the free booklet **Circle No. 383 on Reader Inquiry Card.**

## COLLATORS

Thomas Collators, Inc., Dept. B, 50 Church St., New York 7, N. Y., announces a completely new line of mechanical and electric collators with Speed Load Control which permits faster, easier loading; redesigned bin assembly which allows 70% greater paper capacity per bin; rotating feed fingers for more positive operation, and new design with rounded corners and mar-resistant finish.



Speed Load Control and Stroke-Stop Regulator are located on the front panel. Operator can use both hands when loading bins to ease handling of large, odd-sized paper. All feed fingers are adjusted in one operation so that any size paper up to 20" x 17" is ejected properly Because feed fingers rotate, they virtually never wear out. There are mechanical single and double pedal models and electric foot pedal types in capacities of from 8 to 32 sheets. Each unit can increase collating efficiency by 400% over hand gathering. Several models can collate more than 10,000 sheets an hour. For full information **Circle No. 366 on Reader Inquiry Card.**

## SPIRIT DUPLICATOR

Rex-O-graph, Inc., 7844 West Hicks St., Milwaukee 14, Wis., makes the Model RES-4 systems machine which has an end feed to allow the operator to use both hands in feeding paper or handling masters. It can rapidly be converted to automatic feed by the addition

of a simple attachment. The systems machine has an adjustable elevated receiving tray and copies are visible to the operator at all times. Foot pedals control the opening of the master clamp and operation of the drum for both single and continuous revolution. Pinpoint registration, a raising and lowering device, block-out slot, three-digit reset counter and all-roller moistening are among the many other features of the Model RES-4. The systems machine is used in banks for coupon work in the installment loan department, in preparing new accounts and accounts closed lists, reports to executive committee and directors, dividend notices and for many short forms needed in quantity by different departments. Rex-O-graph has been in business for 22 years and has over 70,000 duplicators in the field today. Machines are

sturdily built of finest materials with fewer moving parts for troublefree operation. For information **Circle No. 369 on Reader Inquiry Card.**

## DUPLICATING STENCILS

Frankel Mfg. Co., 285 Rio Grande Blvd,. Denver, Colo., now makes Plio-Weld film stencils with the top film attached to the stencil backs without any glue or other form of adhesive. The Plio-Weld stencil completely eliminates any sticky mess when removing film to make corrections on the stencil, any sticking together of stencils when filed away and any glue or stickiness on the duplicator. Plio-Weld overcomes any objection

to top film stencils. The film is held firmly to the back by a secret bonding process developed by Frankel's research staff. A dealer advantage is that the film will never fall off the backs, even when stored for years, thus prolonging shelf life by at least four times. Plio-Weld stencils are available in all colors: blue, green, yellow, white and orange, and for all American and European duplicating machines, all made in the Klean-Write quality. The firm has a patent pending on the new process. For further information **Circle No. 355 on Reader Inquiry Card.**

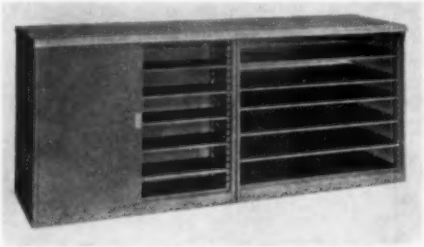
## HAND PRINTING PRESS

Force Western, Inc., 216 W. Jackson Blvd., Chicago 6, Ill., has developed the Monarch Hand Press for imprinting postcards, labels, memos, etc. It prints from either a solid rubber die or changeable rubber type. Two-way guides as-

sure perfect alignment and a simple rocking motion make a good impression. The Monarch Hand Press is available in two sizes: 3⅛" x 6⅛" and 3⅛" x 8⅜", each complete with dry ink pad and nickelplated clips. For additional information **Circle No. 351 on Reader Inquiry Card.**

## TAB CARD EQUIPMENT

Tab Products Co., 57 Post St., San Francisco 4, Calif., makes Tab Storaway cabinets which have room for all tab room materials, plus counter high working surfaces of attractive Formica. Easily

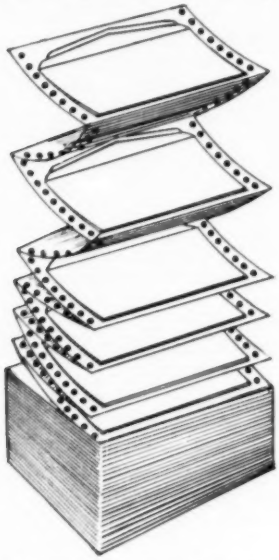


adjustable flat shelves provide flexible, ample space for plug wires, control panels, reports in binders, forms, source documents, platens and card boxes. Handsome, functional Tab Storaways

make machine departments more attractive and improve performances. They are of heavy gauge construction reinforced to stand years of hard use. Pictured are Storaways No. 574 and 577. The large, unbroken 29" x 48" Formica working surface on each unit is just right for card trays and other operating materials. The 574 is open front and back, with a central partition dividing the shelves at 12" depth. The 577 is double depth, for large control panels, trays of cards and other long objects. These two units are ideal for center aisle use and make good departmental dividers. They provide facilities for all control panel sizes. For more information **Circle No. 384 on Reader Inquiry Card.**

## CONTINUOUS ENVELOPES

Newark Printing Co., Newark, Delaware, makes Perfelopes which are continuous envelopes in fanfold style with



marginal punching for feeding on pin feed devices: typewriters, tabulators, etc. Each envelope becomes a regular commercial envelope when detached. May be detached manually or mechanically. Manual detachment allows reuse of blank carrier strip containing marginal punching. Any size or shape envelope can be had with any printing from a simple corner card to four color process. Envelopes can be used on automatic inserting machines. For full information and samples **Circle No. 389 on Reader Inquiry Card.**

## PHOTOGRAPHIC SPIRIT MASTERS

Ditto, Inc., 665 S. Oakley Blvd., Chicago 12, Ill., announces that accurate masters for Ditto direct process (spirit) duplicating can be made photographi-

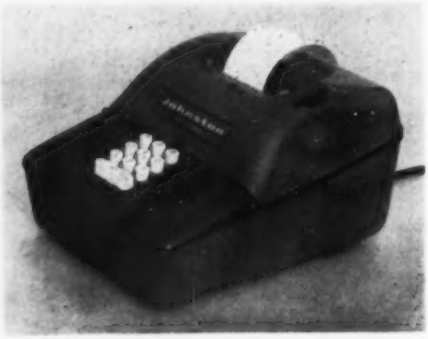
cally by xerography in three to five minutes. Xerography eliminates all costly and time-consuming steps such as retyping, drawing or tracing complicated originals onto a master. The process is entirely dry and clean. No water, negatives or darkroom are needed. The master produces up to 300 copies and more than this number can be turned out by re-copying the used master or a copy through the xerographic process. The copying equipment necessary to use xerography with Ditto machines is rented by Haloid Co., Rochester, N. Y. Reduction to 50% and enlargement to 150% can be made of original copy onto the 8½" x 11" plate. For full information **Circle No. 367 on Reader Inquiry Card.**

## BUSINESS CARD GUIDE

R. O. H. Hill, Inc., 270 Lafayette St., New York 12, N. Y., offers a Business Card Buyers' Guide, prepared by business card specialists, which tells what a good card is and why a good card is important. This 8½" x 11" file type folder describes the qualities of a good business card and the information cards should contain. For a free copy of this folder **Circle No. 378 on Reader Inquiry Card.**

## ADDING MACHINE

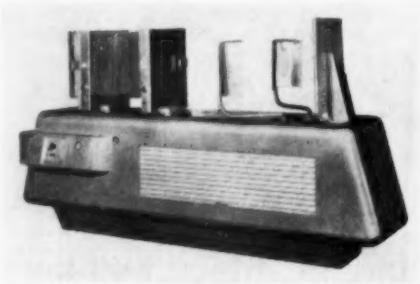
Johnston Adding Machine Co., 13343 Sherman Way, North Hollywood, Calif., makes the Johnson Adding Machine which has the following features: 10-key touch method keyboard, even action keys, all feature keys electrified, direct subtraction, automatic credit balance, automatic totals, two-color ribbon, backspace key, 10 column listing, 11 column total. Machine measures 9⅜" x 14½" and is easy to carry weighing




only 21 lbs. Feature keys include repeat, subtract, correction, non-add and sub-total. Backspace key permits eliminating the last digit of a number. Machine is constructed of six separate unit assemblies to allow immediate servicing and cleaning. Its aluminum case is lined with sound-proofing material to reduce noise. Transparent tear-off bar permits perfect alignment of tape. Sold exclusively through office machine dealers. For further information **Circle No. 359 on Reader Inquiry Card.**

## PROCESS CAMERA

American Type Founders, 209 Elmora Ave., Elizabeth, N. J., makes the ATF Mastercraft Camera to handle images up to 17½" x 17½" for making offset plates and photo engravings. Its principal advantage is its simplicity of operation. Completely new features save time and simplify operations. Focusing is controlled by an electronic system which automatically focuses the unit



when it is set for the desired enlargement or reduction. Exposure is electronically controlled. An electronic illumination integrator measures the strength of illumination and controls the lens opening. Lens is automatically shut off as soon as the proper amount of light has passed through. This offsets interference with the lighting caused by voltage fluctuations. Maximum enlargement is two times; maximum reduction, 3½ times. Operates on 110 volt AC, single phase, 30 amps. For illustrated descriptive booklet **Circle No. 382 on Reader Inquiry Card.**

## CARBON MANIFOLD SETS

Letterex Corp., 1640 Connecticut Ave., Washington 9, D.C., now packages Letterex Manifold Carbon Paper Sets in attractive three-color boxes with strong customer appeal. Letterex sets consist of one-time carbon and second sheets for making any number of copies of typewritten work without collatingseparate sheets of carbons and manifold paper. These are made in letter and legal sizes (8½" x 11", 8½" x 13" and 8½" x 14").

# NEW BDC SPIRIT DUPLICATOR

**$134.50 + FET**

**COUNTER $10.00 EXTRA**

**AUTOMATIC FEED**

**GRAVITY FLUID SYSTEM**

**ROLLER MOISTENING**

**PERFECT REGISTRATION**

**AUTOMATIC MASTER CLAMP**

**PRESSURE CONTROL**

**BALL BEARINGS THROUGHOUT**

**GUARANTEED 1 YEAR**

Look at today's best buy in spirit duplicators! The new BDC brings you every important feature – including an automatic feed – for less than you would expect to pay for hand fed equipment.

Cam operated, the new BDC Spirit Duplicator will give years of service-free performance. Compare the superb design by Burton Tysinger, check the outstanding technical features, and write for complete information today. Bohn Duplicator Corp., 444 4th Avenue, New York 16, New York.

Shipment beginning October.

For More Information Circle No. 172

Letter sizes come in white, canary, green, pink, salmon, goldenrod and blue; larger sizes in white. Dealer's name can be imprinted on boxes. For literature and free samples **Circle No. 302 on Reader Inquiry Card.**

## ELECTRIC COLLATOR

Collamatic Corp., Wayne, N. J., has added the Model 1200 Collamatic to their line of electric office collating machines. The new machine has 12 large-capacity bins to handle any job requiring collating of up to 12 printed pages or sheets. Like their Model 800, Model 1200 Collamatic is electrically powered and can be operated by a light touch of the hand or by electrical footswitch. It

will maintain a sustained rate of production of up to 8000 collated sheets per hour. Operation is almost effortless and requires no special skill or training. Sheets are automatically fed from bins by specially engineered Magicfeed rollers which assure positive single-sheet feeding. Rollers may be disengaged for reloading, or for collating fewer than 12 sheets at one time. The Collamatic is guaranteed to pay for itself by eliminating waste motion and extra operation, and by operating at a faster rate of production. It may be placed wherever it is needed and allows the operator to be seated while collating. It is also equipped with fingertip control and has a stapling-stacking bin which can accommodate either an automatic or hand stapler to complete the processing of work during the collating operation. For further information, price and detailed specifications **Circle No. 391 on Reader Inquiry Card.**

## MODULAR FURNITURE

Feldman-Selje Corp., 910 East 4th St., Los Angeles 13, Calif., makes two new basic groups of functional office furniture. The Achievement Group for executives includes four basic desk types: two executive desk and hutch combinations, an L-type secretarial desk and a

small executive conference desk. All available in choice of several finishes and with legs of walnut and anodized aluminum or satin brassplated tubular steel. The Coordinator Group is built in modular units, each rigidly reinforced with steel. Units are fully interchangeable for an almost infinite number of layout arrangements to fit any area. Six matching chair types are available as are bookcases, storage cabinets and tables. For a free illustrated catalog of the Feldman-Selje Collection, **Circle No. 357 on Reader Inquiry Card.**

## TRANSLUCENT MASTERS

Bienfang Products Corp., Metuchen, N. J., offers literature and samples of Pata-Trace Translucent original papers

For More Information Circle No. 347→

**Something NEW in adding machines...**

# Odhner adds auto-multiplier!

There is nothing quite like the new electric Odhner—this speedy, easy-to-operate 10-key adding machine now offers a revolutionary auto-multiplier and optional stepover feature! Odhner's auto-multiplier—the 9 small keys at the right of the keyboard—is designed so the top depressed key activates the multiplying cycle. Now Odhner gives you the advantages of efficient and simple automatic multiplication—at savings up to $200! New Odhner retails at only $399.50. Available now in the U. S. A.

You can count on

Odhner

Adding Machines

**FACIT, INC.**

404 Fourth Ave., New York 16, N. Y.

114 Sansome St., San Francisco 4, Calif.

*Won't get brittle with age!*
*Won't ooze adhesive!*
*Won't shrink or cloud!*

# Mend valuable papers invisibly!

Here's a mending tape you can use safely on your most important documents, valuable books, maps and office records. It practically disappears on contact with paper, and it stays crystal clear *permanently*.

"SCOTCH" Brand 810 Permanent Mending Tape will never become cloudy or brittle, won't shrink or ooze adhesive. And here's another big advantage ...this new tape has a smooth surface that doesn't reflect highlights, can be written on with pencil, ink or typewriter!

***Your tape supplier has "Scotch" 810 Permanent Mending Tape now... see him for a trial quantity!***

**The term "SCOTCH" and the plaid design are registered trademarks for the more than 300 pressure-sensitive adhesive tapes made in U.S.A. by Minnesota Mining and Mfg. Co., St. Paul 6, Minn. Export Sales Office: 99 Park Avenue, New York 16, N.Y. In Canada: P.O. Box 757, London, Ontario.**

For More Information Circle No. 136

which assist duplicate reproduction at savings in time and costs. Pata-Trace papers are used with either Ozalid or Bruning machines for direct copy white-printing to reproduce faithfully any drawing, graph, layout, typewritten copy, office forms, etc., fast, clean and accurately. Original translucent masters retain their color, strength and transparency when filed for future use. Since printing speeds are determined by clarity and thickness of the master, the Bienfang Pata-Trace line is complete in all paper weights including card. For samples **Circle No. 376 on Reader Inquiry Card.**

## WASTEBASKET

Corry-Jamestown Mfg. Corp., Corry, Pa., makers of Steel-Age office furniture, have added a fiber glass wastebasket, designed in a rectangular shape which fits conveniently under desks and in corners, yet is said to have the capacity

of a round wastebasket of the same height. It is easy to clean, strong, lightweight and will not scratch or dent. A vinyl bumper bonded to the top edge prevents damage to furniture. Available in gray, green, tan and black, it is 8½" x 17" x 13½" high. It meets Underwriters Laboratories approval for flame-resistant material and fire-safe design. Because fiber glass has sound deadening qualities, is easily cleaned, and withstands steam and chemicals, the wastebasket is ideal for hospitals. For information **Circle 387 on Reader Inquiry Card.**

## DOUBLE TYPEWRITER

Imperial Typewriter Co. Ltd., East Park Road, Leicester, England, makes a Dual Unit Typewriter for technical typing. Machine has 180 characters and is used to type mathematical formulas for

atomic, aeronautical, electrical, radar research and other specialized work. A machine with three units is being developed and it will have 270 characters. Machines perform all usual typing operations including manifolding, stencil cutting, etc. For further information **Circle No. 379 on Reader Inquiry Card.**

## WINDOW COATING

Infropake Corp. of America, Whitestone, N. Y., makes a transparent coating for glass which eliminates 99% of ultraviolet rays and reduces radiant heat by absorbing infrared. This reduces fading of interior colors and increases efficiency of air conditioning systems. A gallon covers 220 sq. ft. Can be applied by brush but special equipment is available for large applications. Can be applied to prints to prevent fading. A quart is $10; $25 a gallon. For scientific data **Circle No. 370 on Reader Inquiry Card.**

## LEAD HOLDER

Koh-I-Noor Pencil Co., Bloomsbury, N. J., makes a Drafting Lead Holder with a push-button indicator mechanism (patent pending) which allows the user to indicate for his own reference the particular degree of lead he has placed

in the holder. The indicator has 17 different degree settings. When user wishes to change to another degree of lead, he changes the push-button indicator with a simple twisting motion. The draftsman can thereby see at a glance the degree of lead in the new holder. Holder contains all the features of the No. 5616 Holder with the Adapto-Clutch to accept drawing leads of all degrees and all diameters. It is light in weight with a perfect balance and a broad button which can be pressed down with ease. Packed 12 holders in easel display box. **Circle No. 361 on Reader Inquiry Card.**

## COLLATING CALCULATOR

Thomas Collators, Inc., Dept. B, 50 Church St., New York 7, N. Y., offers a collating cost calculator to determine the time and money savings of mechanical paper gathering over manual

methods. The Thomas Collating Cost Calculator is a simplified slide rule. Using the number of sets and number

**"absorb NOISE where it starts"**

SOF'TONE changes NOISE to a pleasant soft tone.
Resulting in better
HEALTH — COMFORT — EFFICIENCY
Greater Accuracy,
and Less Absenteeism and Personnel Turnover.

© 1955

**Results guaranteed—Or You Do Not Pay!**

Write today for details. Give machines, makes, models you use and measurements.

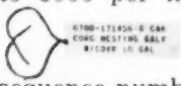
Gates ASSOCIATES

9 COMMERCIAL ST., ROCHESTER 14, N. Y.

For More Information Circle No. 264

DASHEW *can now* ✻ *assist in your*

# AUTOMATION REVOLUTION!

Systems for control and identification of raw materials, work in process, spare parts, finished products, etc., can now be made to understand the common language of integrated data processing Material involved in manufacturing, storage, distribution, inspection and classification may be positively identified and integrated into many data control systems. Here are the basic tools: The DATABOSSER automatically activated by punch cards, punch or magnetic tapes to emboss color-coded, weather & chemical resistant, self-writing DASHAPLATES with fixed & variable data at the rate of up to 6000 per hour and can simultaneously thread & loop tying wires  ink tops of characters for more rapid reading, emboss sequence numbers & notch for sorting & coding

The DATAWRITER 18 in one stroke transcribes all data from DASHAPLATES (attached to materials) on cards or carbon sets for many systems applications. The DASHAPRINTER uses DASHAPLATES to print directly on boxes, materials, etc. The DASHAWRITER 66 uses weather & chemical resistant, erasable fluid for manual writing of added data on DASHAPLATES. The DASHEW-DAVIDSON DUPLICATOR pre-prints the DASHAPLATES with forms, instructions, photographs, etc. Systems applications of these basic tools are almost infinite where management is confronted with control & identification of materiel & personnel. Revolutionary Dashew machines and systems-engineering concepts offer economical and highly efficient solutions to many problems. Write for further information to DASHEW BUSINESS MACHINES, INC., 5886-R Smiley Drive, Culver City, California. ✻ *Many systems & products developed with Dashew's own resources for military forces and supporting industries are now released to business and industry.*

For More Information Circle No. 240

## Save Time--Reduce Damage with SYNTRON ENVELOPE JOGGERS

**Automatically align contents of envelopes for fast, clean opening by manual or machine methods. Jogger loosens and shakes down envelope contents in a few seconds—speeds office procedure.**

**$68.50**
**F.O.B. Homer City 110 Volt, a-c operation**

**Eliminate Torn or Disfigured Correspondence.**

Correspondence can be opened quickly and safely without danger of mutilation —prevent damage to important messages.

***Write today for complete catalogue***

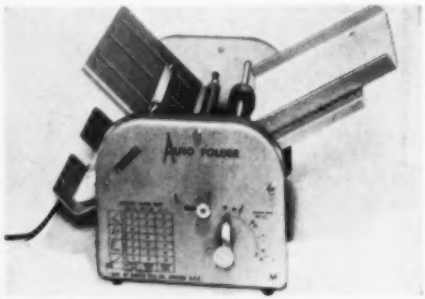
**SYNTRON COMPANY**
**715 Lexington Ave. Homer City, Pa.**

For More Information Circle No. 280


of sheets per set in a prospective collating assignment, it instantly computes the time needed to do the job both manually and with a Thomas Collator. The difference, representing the time saving, is multiplied by the operating personnel's hourly wages to show differences in costs. In addition, the calculator recommends the proper Thomas Collator model to be used, based on the average volume of the individual office's collating assignments. The calculator also serves as an office efficiency aid because it permits scheduling of collating jobs as well as operating personnel. To design the calculator, Thomas compiled operating information from hundreds of Thomas installations throughout the country. Exhaustive tests were run on the various forms of manual collating. For a free Thomas Collating Cost Calculator **Circle No. 365 on Reader Inquiry Card.**

### FOLDING MACHINE

Martin-Yale, Inc., 334 N. Bell Ave., Chicago, Ill., announces the Premier Auto-Fold electric folding machine which will produce the seven most used folds at the rate of more than 7,000 pieces an hour. Machine is little larger




than a typewriter, completely portable, and takes stock up to 9½" wide by 14" long. Unskilled help can use it and set machine for single, double, standard, accordion, french and many other folds, by referring to chart on machine's side. The Premier Auto-Fold operates on 110-120 volt AC and is attractively finished

# REDIFIXT BUSINESS FORMS

*save time...save money*

REDIFIXT

## STANDARD FORMS

INVOICES
PURCHASE ORDERS
BILLS OF LADING
REPLY MESSAGES

| Quantity | 2 Part | 3 Part | 4 Part | 5 Part |
|---|---|---|---|---|
| 500 | 10.25 | 15.50 | 21.95 | 29.50 |
| 1,000 | 15.50 | 26.00 | 30.50 | 38.05 |
| 5,000 | 13.00M | 16.25M | 21.00M | 29.75M |

Carbon Interleaved
With Your Imprints

REDIFIXT

## W-2 TAX FORMS

WITH STATE FORM COMBINATIONS

EXCLUSIVE REDIFIXT FEATURES

- *One typing takes care of all the work for all filing requirements*
- *One operation snaps out the carbon from all copies*
- *Officially approved by Federal and State governments and Prentice-Hall, Inc.*

| QUAN. | 4 part | 5 part | NY + NC & Ind | 6 part |
|---|---|---|---|---|
| 100 | 3.40 | 4.40 | 6.75 | 5.75 |
| 500 | 11.00 | 12.75 | 17.35 | 16.90 |
| 1000 | 16.50 | 19.75 | 28.75 | 24.75 |

## STANDARD CONTINUOUS FORMS

FOR EVERY BUSINESS NEED
2, 3 OR 4 PARTS

With Your Imprints

## REGISTERS

NEW, ADJUSTABLE 1955 MODELS

All Types
from $8.25 list

## BOOKKEEPING & IBM FORMS

Custom printed and standard, individual carbon interleaved REDIFIXT and continuous forms, including IBM, N.C.R. and other bookkeeping forms.

ALL FORMS AVAILABLE ON THE NEW N.C.R. (NO CARBON NEEDED) PAPER
WRITE FOR PRICES

WRITE FOR NEW CATALOG C SHOWING STANDARD REDIFIXT LINE

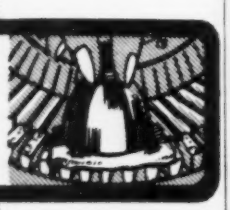
*Consolidated Business Systems, Inc.*

30 VESEY STREET BArclay 7-3687 NEW YORK 7, N. Y.

For More Information Circle No. 135

**pulls the dirt out of typewriter type rather than washing it into the machine**

Flatten the putty by pressing very firmly.



Press it on all of the type. Do not rub.

Fold the putty upward to original pyramid shape.

***NO MESSY LIQUIDS*** **to remove nail polish, spot or spatter clothes.**

***NO HARMFUL FUMES*** **to cause headaches or colds.**

**To make neat erasures—just touch the word to be erased, Bud will absorb the surplus ink. Then erase and there will be no smear.**

***Retails for 50¢ each***

***Dealers—write for sample and cost***

**BUD TYPE CLEANER**
**P. O. BOX 4644**
**BALTIMORE 12, MARYLAND**

For More Information Circle No. 276


in silver gray baked hammerloid with all exposed metal parts satin-chrome plated. It is priced at $109.95. A hand operated model is available at $69.95. For complete information **Circle No. 352 on Reader Inquiry Card.**

### DESK STABILIZER

Pres-To-Line Corp. of America, 2339 Cotner Ave., Los Angeles 64, Calif., makes a newly-designed, trouble-free Pres-To-Line Desk Stabilizer with a foolproof locking device which holds the typewriter platform firm and gives rigid support to the typewriter. It will support over 200 lbs., yet is collapsible to 17″ to fit into a desk drawer for storage.

This Desk Stabilizer is easily adjustable to a fraction of an inch up to 31″. It has an instant fingertip release and no ball bearings to cause jamming. The Pres-To-Line Desk Stabilizer is of all-steel construction with rubber tips at both ends preventing any give or slide while insuring against scarring of floor or desk. Constructed for lifelong service without need for adjustments or repairs. Its use prevents unnecessary fatigue, frayed nerves, and reduces typing errors by eliminating bounce, wobble and sway of typewriter platforms. Retails for $4.95. For more information **Circle No. 377 on Reader Inquiry Card.**

# *You* CAN LIGHTEN YOUR FIGURING BURDEN WITH A MARCHANT *figurematic*

PAYROLL or INVENTORY, INVOICING or PAYABLES, whatever your figurework, you can do it easier and faster with a MARCHANT *Figurematic*

**★ IT'S EASY TO USE**
A MARCHANT *Figurematic* is so simple to run, anyone in your office can use it speedily and efficiently.

**★ IT'S EASY TO OWN**
Through our "pay-as-it-saves" plan, a *Figurematic* can go to work for you at once on terms to fit your budget.

**★ IT'S EASY ON YOUR TIME**
Call the local MARCHANT MAN for a test run on your own work. Your business—whatever its size—can turn time into money with a MARCHANT *Figurematic*.

*Any way you figure...*
*it's*
MARCHANT AMERICA'S FIRST *Calculators*

Find out how a MARCHANT calculator will help cut your figurework costs and lighten your figuring burden. Mail this coupon with your business letterhead for free...

Index to Modern Figuring by Marchant Methods . . . ☐
Descriptive Literature on Marchant Calculators . . . ☐

MARCHANT CALCULATORS, INC., OAKLAND 8, CALIFORNIA 0-9

*Mail this coupon*

For More Information Circle No. 186

This duplicating ink says "NO"!

NO Offset
NO Smear
NO Slip-Sheeting

**CANODE DRI-RITE**

The easiest-to-use duplicating ink on the market!

*Highlighting these quality extras:*

- No oil creep in pad
- Will not harden the pad in any climate
- Will not clog pads, harden in cylinders or damage stencils
- For both open and closed drums
- PERFORMANCE GUARANTEED!

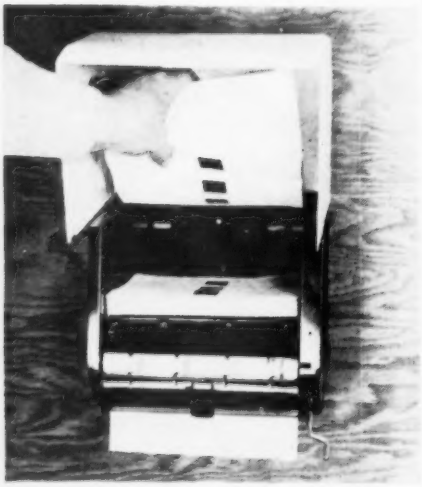
*Write Today for Name of Your Nearest Dealer*

**INK SPECIALTIES CO., INC.**
519 N. Halsted St. • Chicago 22, Ill.

For More Information Circle No. 241

## FANFOLD TOWELS

West Disinfecting Co., 42-16 West St., Long Island City 1, N. Y., offers Fanfold Towels to provide what amounts to a never-ending supply of paper toweling. A simple application of self-adhesive spots on the top and bottom of each package of toweling enables a newly placed package to adhere to the top of the previous package. Once the towel cabinet is threaded, it need never again be rethreaded. There's no messiness because adhesive sticks only to



itself. Cabinets need not be empty before they are reloaded but may be reloaded whenever attendant checks the cabinet. There is no wastage of partially used rolls. Extra packages of towels do not have to be stacked atop cabinets in case the unit becomes empty. The tamperproof Fanfold cabinet permits users to take as much (or as little) toweling as wanted. Its worm-gear mechanism is extremely durable; quick and simple to operate and does not cause traffic tie-ups at rush hours. Savings up to 40% in towel consumption can be realized and janitors' time reduced substantially. Washrooms remain neater. For further information **Circle No. 303 on Reader Inquiry Card.**

# You Can't Lose . . .

The most expensive thing in your office is time! The cheapest is carbon paper. LETTEREX buys high-price time with low-cost carbon. Try LETTEREX!*

one SNAP removes carbons!

LETTEREX
Trade Mark Reg.
MANIFOLD CARBON PAPER SETS

*For your General Office Correspondence

*Write:*

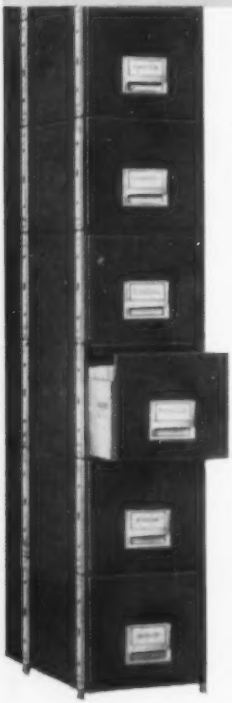
**The LETTEREX CORPORATION**
1640 Connecticut Avenue, Washington 9, D.C.

For More Information Circle No. 110

# STRONG

## because it's the FRAMEWORK that Counts

**TRANSFER FILES** **STAX ON STEEL** REG. U.S. PAT. OFF. **TRANSFER FILES**



STAX ON STEEL files are STRONG. Strong because heavy-gauge rust-proof channel steel side plates carry weight at four equal points, front and rear . . . **this gives vertical strength.** Strong because steel stackers fit snugly into place to give horizontal strength. Strong because key-hole-slotted side plates interlock units side by side . . . **this gives an entire file bank double strength.**

The strength of steel, combined with the economy of best quality corrugated fibre-board gives you an efficient file, at a reasonable price. They're handsome too! . . . in fade-proof bankers grey finish with rustproof metal drawer pull they look well even in the front office. You can stack STAX ON STEEL up to 25 units high, right to the ceiling and save plenty of valuable floor space. They interlock tightly without waste of lateral space.

*Pictured at right is part of an installation of 6100 Stax On Steel file units in the file rooms of Boeing Airplane Co. of Wichita, Kansas. They stack them 12 high, to the ceiling—and find that records are always neat, clean and easily accessible.*

**STAX ON STEEL Transfer Files are available in Letter, Legal, Check and Tabulating Card sizes. Send for Catalog.**

**BANKERS BOX COMPANY**
**—SERVING STATIONERS SINCE 1918—**
**720 S. Dearborn Street**
**Chicago 5, Illinois**

For More Information Circle No. 176

## SMALL WASTEBASKET

National Vulcanized Fibre Co., 1055 Beach St., Wilmington 99, Dela., makes the Vul-Cot Junior wastebasket, a small attractive waste receptacle designed for hotel, hospital and institutional use. It is available with either round or square tops. Round top Model 1 has a 10" top diameter, tapering to an 8" bottom diameter and is 12" deep. Square top Model 1A has the same dimensions.

The Vul-Cot Junior is fabricated from hard, smooth, durable vulcanized fibre. The result is a strong, yet lightweight receptacle, quiet in use and having no rough edges to mar furniture or snag clothing. Available in maroon-brown and olive-green colors. Sprayed lacquer finishes can be supplied to harmonize with interior decorations. Guaranteed for five years, Vul-Cot wastebaskets often last 30 years or more. Users report vulcanized fibre receptacles don't dent, crack or splinter. Resistant to rust or corrosion, they will not stain rugs or floors. For data sheet **Circle No. 363 on Reader Inquiry Card.**

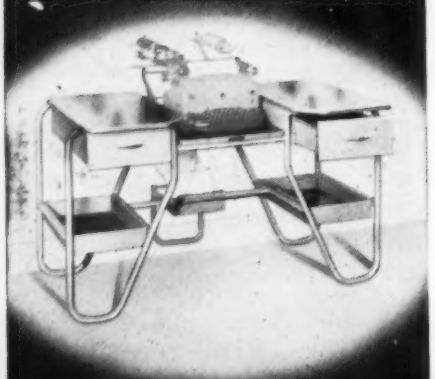
## NEWS STENCIL

A. B. Dick Co., 5700 W. Touhy Ave., Chicago 31, Ill., makes an "Important News" die-impressed illustration stencil containing a drawing of a newsboy holding a paper headlined Important News. The user simply types or letters appropriate factual information under the headline. Then the time-saving stencil

For More Information Circle No. 252

# Shakes?

## NOT THIS STAND



The welded tubular steel construction of this Hercules® business machine stand prevents vibration, thus protects valuable machines. It is a model of efficient design: speeds operator's work, reduces fatigue, conserves floor space. Drawers slide smoothly, silently on nylon glides. Black, gray, brown or lime green with matching or contrasting care-free Vibrex tops. At your dealer or write The Meilink Steel Safe Company, 1672 Oakwood Ave., Toledo 6, Ohio.

**$56.50**

Drawers and trays extra

Slightly higher West of Mississippi

*Meilink Steel Safe Co.*
*1672 Oakwood Ave., Toledo 6, Ohio*

*Please send me your literature on Meilink typewriter and business machine stands.*

*Name*_____

*Company*_____

*Street*_____ *Zone*_____

*City*_____ *State*_____

For More Information Circle No. 251


is ready for the mimeograph for sales or service messages or special bulletins to employees. **Circle No. 374 on Reader Inquiry Card.**

### MACHINE CLEANER

Supreme Power Cleaner Mfg. Co., 132 N. Market St., Wichita 2, Kans., makes the Supreme Power Cleaner which will clean the usual typewriter or adding machine in five minutes. It has fully automatic operation for cleaning and degreasing machines, parts and assemblies. A Deming ¾" centrifugal pump, driven by a 1/3-hp motor, forces the liquid through a filtered intake from the 20-gal. storage tank through a ½"-pipe

traveling around four sides of the machine's top. Here a series of fixed and adjustable nozzles spray down on equipment being cleaned. Latter rests on a 20" turntable which is rotated by a jet spray from one side. Liquid drains back into tank and cycle repeats as long as cleaner is operated. Speed of turntable can be regulated by adjusting position of jet spray. Suitable for cleaning all types of machines, the Supreme Power Cleaner is 30" square and 35" high, operates on 110-volt AC. For illustrated literature **Circle No. 358 on Reader Inquiry Card.**

**FISH WHERE THE BIG ONES ARE**

If you want to do big business, go where the big business ideas are! That's New York—the world's capital of business; national headquarters for most big companies.

That is why the one truly national business show is held in New York—for New York is where most national planning and buying is done.

# NATIONAL BUSINESS SHOW

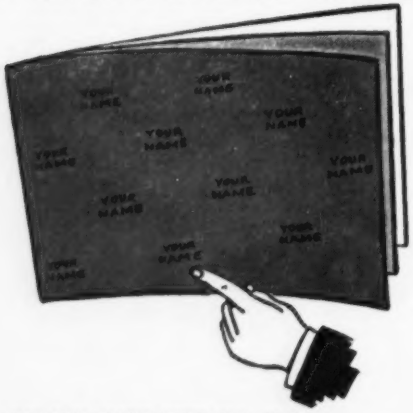
## OCTOBER 24th THRU 28th, 1955

RUDOLPH LANG, *Managing Director*

33 West 42nd Street • New York 36, New York • PEnnsylvania 6-6760

For More Information Circle No. 137

# Spirit MASTER UNITS or CARBON PAPER now IMPRINTED with your PRIVATE BRAND NAME




## AT NO ADDITIONAL COST OTHER THAN ART AND PLATES

**Duplicating carbons should produce the same number of sharp, clear copies every time. You can depend on the *uniform* high quality of Colonial carbons—because for years Colonial has *specialized* in the manufacture of spirit master units, spirit carbons, gelatin carbons and related duplicating supplies. Colonial carbons give longer runs, clearer copies, and above all, *uniform* results.**

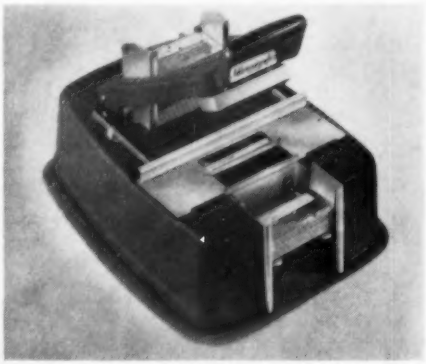
***Send us a sample of your imprint—a rough sketch will do—for quotations.***

**Colonial**
**CARBON COMPANY**
**GENERAL OFFICES • SKOKIE, ILL.**

For More Information Circle No. 253


### ADDRESSING MACHINE

Addressograph - Multigraph Corp., Cleveland 17, Ohio, makes the Model 30 portable Addressograph priced at $115, f.o.b. above. It weighs only 19 lbs. and



features a long-life carbon ribbon that produces fine line printing and keeps address plates, files and hands clean. Machine uses regular Addressograph plates. For full information **Circle No. 304 on Reader Inquiry Card.**

### MACHINE STANDS

Meilink Steel Safe Co., 1672 Oakwood Ave., Toledo 6, Ohio, manufacturers of Hercules Typewriter and Business Machine Stands, make a two-drawer accessory unit that can be installed on

four different models now in use. Units are fully enclosed and the drawers glide smoothly and silently on nylon fittings. Installation of drawer housings can now be made at the office if the stand was

For More Information Circle No. 348→

# NEW! Victor Calculator

**Exclusive: Fully automatic multiplication . . . automatic constant lever . . . total transfer feature**

The new Victor Mult-O-Matic is the only machine with completely automatic multiplication from one simple set of keys. You multiply figures as you would write them—only the multiplicand, multiplier and answer are printed on tape. No other confusing figures or symbols are printed.

Simplified automatic constant lever lets you multiply same figure repeatedly without re-entering each time.

New total transfer button lets you retain a total in the machine so that it can be multiplied by another figure.

Don't wait. Call for a free tryout! Look under "V" for Victor in the adding machine section in your classified phone book . . . or write.

**VICTOR ADDING MACHINE CO., CHICAGO 18, ILLINOIS**
**Victor-McCaskey Limited, Galt, Ontario**

*Manufacturers of Business Machines, Cash Registers, Business and Industrial Systems, Electronic Equipment and Electri-Cars.*

# *This Too!*

# *Is Important!*

By working through your local Distributor or Printer exclusively, we have built a nation wide reputation for promptness and very fast service.

**OUR SPECIALIZED PRODUCTS:**

**Carbon interleaved unit sets.**

**New N.C.R. (no carbon required) sets.**

**Carbon Ready Statements in three styles: Line Find, Saddle Back, and Fold Over.**

**Voucher and Payroll Checks.**

The next time you, as a user of forms, need very, very fast service, ask your favorite Distributor or Printer to write, wire or phone: Jack Deller or Bill Bedinghaus at

**MODERN BUSINESS FORMS MFG. CO.**

**308 E. 8th St. Dept. O., Cincinnati 2, O.**

***P.S. To Printers and Distributors, we do not sell direct, only through you. Write on your letterhead for free catalog, no obligation.***

For More Information Circle No. 294


shipped from the factory in the past three years. Prior to that time, assembly was welded to the tubular frame and the tubing is not pierced to accommodate bolts for fastening. The two-drawer units can be attached on the correspondence-writing machine stand (Model 85), the continuous-forms machine stand (Model 86) and on the combination typewriter and work desks (Models 45 and 46). They come in five colors to match the stands in use: gray, black, green, lime green or desert tan in wrinkle-finish baked enamel. Each unit easily fits the models mentioned and does not eliminate any of the chair and leg room or top space. For more information **Circle No. 375 on Reader Inquiry Card.**

### LIST FINDER

Bates Mfg. Co., Orange, N. J., makes the Crusader List Finder with a new single action release that gives instant opening. Its extra wide 4½" x 6½" cards provide ample room for phone numbers,

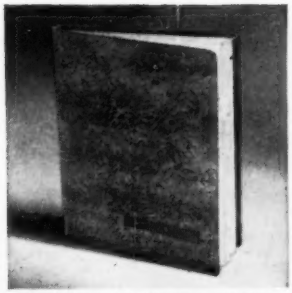
addresses and other data all on one line. The Crusader List Finder is slightly smaller than Bates' Cavalier, lists at $3.25 and comes in four finishes: brown with gold trim, gray with silver, beige with burgandy, black with gold. **For information Circle No. 305 on Reader Inquiry Card.**

# Gifts by Smead Craftsmen

**YOU'LL WANT TO BUY MANY — FOR ANY GIFT GIVING OCCASION . . . At last . . . a line that is always up-to-date. Ideal for business or personal giving any time of the year.**

The utilitarian value, the beauty and individuality of each item shown on this page makes anyone of them an appreciated gift upon *any occasion*.

The novel and long wearing finishes and the individual styling are such that you will not find them duplicated elsewhere.



**▲ A NEW KLEER-PAK BINDER**

***For Sales Presentations or as a Personal File***

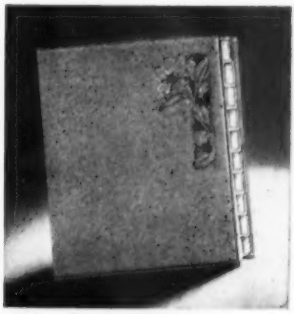
An ideal place for clippings, photos, pedigree papers, testimonial letters, etc. All metal is eliminated from this binder. The rings are made of flexible plastic and hold all plastic leaves in perfect alignment. Cover is *hand rubbed*, pure vinyl, in Rodeo Design. Ready for personalization. 10 by 12 inches.

No. R-10 with 10 Sheet Protectors
No. R-20 with 20 Sheet Protectors

**▲ "MY PERSONAL PORTFOLIO"**

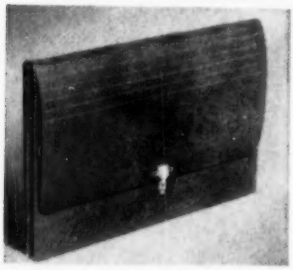
***An "Under the Arm" Carrying Case***

Made of *hand rubbed*, pure vinyl, in Rodeo Design. Taylon plastic zipper. 11 by 16 inches. Gift wrapped. It is the perfect gift for the busy man.
No. VL1611



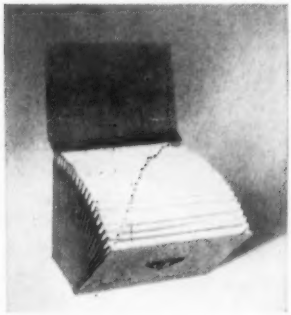
**▲ SMEAD'S DESK SECRETARY**

This beautiful personal desk file is made of pure vinyl, dark brown, in pigskin finish. 10 by 12 inches. Gift wrapped. No. VL39



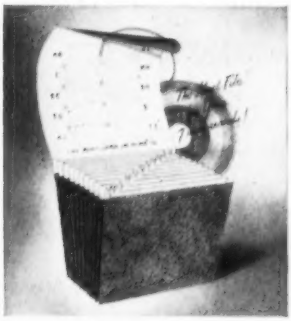
**▲ SMEAD'S "On the Street" CARRYING CASE in LEATHER-LIKE MATERIAL**

Made of Leather-Like Material, size 10 by 15 inches, with Glyd-Loc fastener, now *gift wrapped*. An ideal gift for carrying many business and personal papers, articles, etc. A commuter's special. No. 4056E



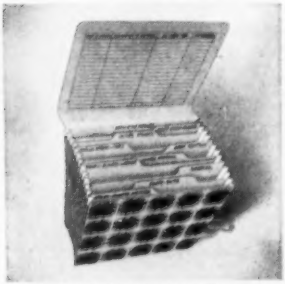
**▲ SMEAD'S EXPANDING FILE**

Made of Leather-Like Material with 21 roomy pockets. It outwears ordinary material 9 to 1. Gift wrapped it makes a beautiful present for the office or home.
No. R-117A



**▲ SMEAD'S RECORDING FILE**

The perfect carrier for 7 inch recordings and tapes of dictated mail. Long wearing Smead's Leather-Like Material. Ask for gift wrapped No. L-513



**▲ SMEAD'S PATTERN FILE**

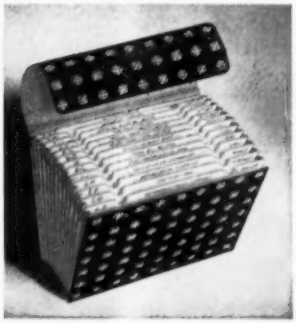
Now comes in new beautiful daisy pattern design and gift wrapped. A 10 compartment pattern file . . . an ideal gift for the homemaker.

P315M (Maroon) P315B (Blue)
P315G (Green) P315D (Daisy)

**SMEAD'S HOUSEHOLD FILE**

This 3-way indexed home file now comes in beautiful new daisy design gift wrapped. Truly "A Gift for any Occasion."

W315-M (Maroon) W315-G (Green)
W315-B (Blue) W315-D (Daisy)



**All items attractively**

**GIFT wrapped**

*See your stationer today. Examine these useful and beautifully packaged items.*

**THE SMEAD MANUFACTURING CO., INC.**
**HASTINGS, MINNESOTA**

For More Information Circle No. 111

ATLAS WAY PROFITS

FILE
OFFSET PLATES
NEGATIVES, STENCILS

The
**SAFE • SWIFT • SURE WAY**
**Atlas Vertical Filing Systems**

**SAVE**

- Time
- Manpower
- Space
- Paper

**PROTECT**

- No Standing on Edge—Eliminate curling and damage to edges
- Plates, Negatives, Stencils hang vertically free from pressure, scratching, denting and creasing

**ATLAS MODELS**

**A DeLuxe (illustrated)**
**B DeLuxe**
**C DeLuxe**
**Portable**
**Twin DeLuxe**
**A Jumbo**
**B Jumbo**
**C Jumbo**
**Efficiency Models**

**You have a wide choice of cabinets and hangers when you choose Atlas**

***Atlas Hangers—Only Atlas Manufactures a Complete Line of Patented Regular and Nega-Plate Envelope Hangers in 11½", 14" and 22" widths.***

***Write for illustrated literature on cabinets and hangers***

SEE Atlas Vertical Filing Systems at the NSOEA Convention Booths C-3 and C-4

**ATLAS STENCIL FILES CORP.**
**16716 Westfield Avenue, Cleveland 10, Ohio**
For More Information Circle No. 291

## SHELF UNIT

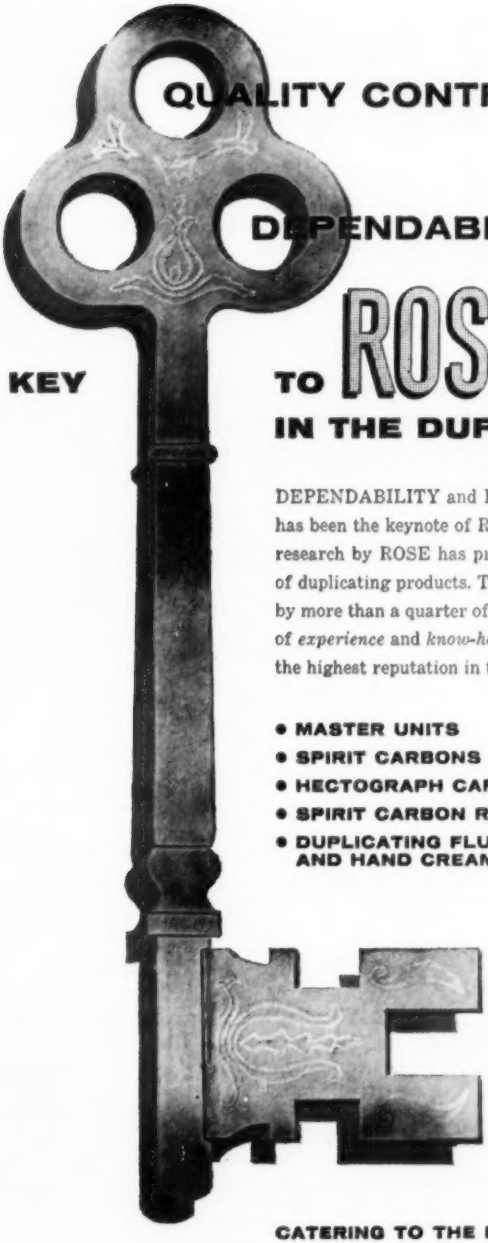
S. A. Hirsh Mfg. Co., 8051 Central Park Ave., Skokie, Ill., makes steel Shelv-It-All storage units which cost only $9.95 each. A unit is 6 ft. high, 3 ft. wide, 12" deep and weighs 44 lbs.

Shelves are adjustable at 1" intervals and each shelf holds up to 300 lbs. Units can be joined at the sides or back-to-back. Extra shelves packed six to a carton cost $1.49 each. A larger Shelv-It-All unit is 18" deep, weighs 54 lbs. and costs $14.95. Extra 18"-deep shelves are $2.49 each. For additional information **Circle No. 371 on Reader Inquiry Card.**

## PHOTOSTAT DATA

Admaster Prints, Inc., 1168 Sixth Ave., New York 19, N. Y., offers a

free 16-page booklet, "So You Think You Know How to Order Photostats?"



QUALITY CONTROL

DEPENDABLE SERVICE

KEY TO ROSE LEADERSHIP IN THE DUPLICATING FIELD

DEPENDABILITY and PRECISION has been the keynote of ROSE'S success. Continuous research by ROSE has produced a superior line of duplicating products. This basic policy supplemented by more than a quarter of a century of *experience* and *know-how* gives ROSE the highest reputation in the field.

- MASTER UNITS
- SPIRIT CARBONS
- HECTOGRAPH CARBONS
- SPIRIT CARBON ROLLS
- DUPLICATING FLUID AND HAND CREAM

ROSE

RIBBON and CARBON MFG. CO., Inc.
HARRISON, NEW JERSEY

Makers of the world-famous patented "Sta-Clean" metallic protective-coated master units. U. S. pat. 2,671,734

CATERING TO THE REQUIREMENTS OF DUPLICATING SPECIALISTS ALL OVER THE WORLD

For More Information Circle No. 138

# Stenafax

**the ELECTRONIC copying machine**

**for mimeograph stencils, offset plates, single positive dry copies**

Just push a button—and the operator can go on to other work. Stenafax shuts itself off. It copies office forms, news clippings, typing or any graphic material. It is a complete copying unit, requires no chemicals or developing, no special powders, light box or heat treatment.

It makes stencil or offset plates in 6 minutes or less . . . or a single dry positive copy in 3 minutes or less — on a working area of 8½" x 14". Easy to maintain, movable — can be plugged into ordinary outlet.

Write for full information to

**TIMES FACSIMILE**
**CORPORATION**

**STENAFAX DIVISION,** Hotel Biltmore Arcade, 43rd St. and Madison Ave., New York 17, N. Y.

For More Information Circle No. 278


which describes the different kinds of prints available and contains a list of do's and don'ts to save users time, money, effort and avoid errors. For a free copy **Circle No. 306 on Reader Inquiry Card.**

### SIDE CHAIR

King Posture Chair Co., 956 S. Raymond Ave., Pasadena 2, Calif., makes the Model 400 Side Chair covered in choice of three fabric materials in 19 colors. Frames come in choice of seven

colors. Chair has padded backrest designed to prevent marring walls, 1" rubber padded seat cushion, full size rubber cushion silent glides and steel tubing frame. For full information **Circle No. 373 on Reader Inquiry Card.**

### TAPE DISPENSER MANUAL

Minnesota Mining & Mfg. Co., Dept. P5-228, St Paul 6, Minn., presents industry's "most complete line of dispensers and taping machines" for pressure-sensitive tapes in a 16-page manual which contains 50 illustrations of the more than 75 dispensers and taping machines available, plus a complete index listing the types of Scotch brand tape that can be used with each unit. Included are all available types of manually-operated semi-automatic, and

fully automatic dispensers; specialized taping machines; and several basic tape applying principles that lend themselves to a variety of equipment adaptations. For a free copy of this manual **Circle No. 364 on Reader Inquiry Card.**.

### ELECTRIC TYPEWRITER BOOKS

School Dept., Royal Typewriter Co., 2 Park Ave., New York 16, N. Y., offers two booklets on how to operate electric typewriters. "The Key to Relaxed Typing" offers a typing guide for students and office typists in transferring easily from the manual to the electric typewriter. "Electric Typewriting for the Classroom Teacher" contains a complete teacher's lesson plan for electric typewriter instruction, including transferring from manual to electric, training a beginner on the electric and transferring from electric to manual. The booklets are the result of a long program of study and research to determine the most effective way to present


# Gets incoming mail distributed sooner...

and lets everyone start on the day's work earlier. A Pitney-Bowes MailOpener does away with the delay of hand-tearing or dagger-slitting methods... saves many precious minutes at the start of each workday. Ask your nearest PB office to demonstrate. Or write for free illustrated booklet and postal rate chart.

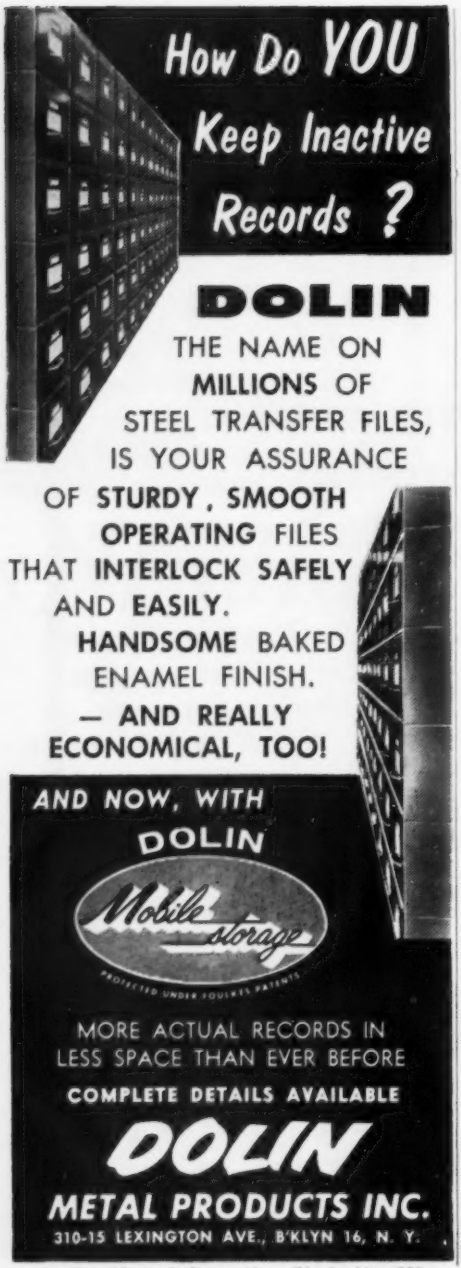
PITNEY-BOWES, INC., 3454 Walnut St., Stamford, Conn. Originators of the postage meter. 94 offices in U.S. and Canada.

*This model LH safely, easily trims a hairline edge off any kind or size of envelope... opens a whole morning's mail in a jiffy. Electric models for larger offices.*

**PITNEY-BOWES MAILOPENER**

**FREE:** *Handy desk or wall chart of postal rates, with parcel post map and zone finder.*

For More Information Circle No. 265

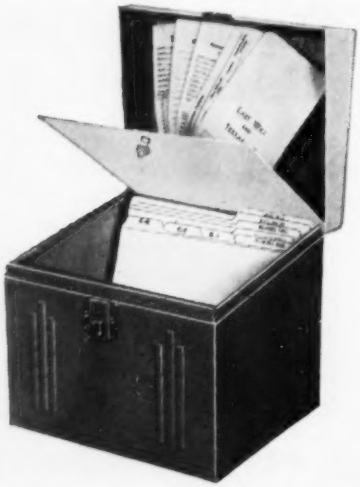


For More Information Circle No. 268

the material for the benefit of student and teacher alike. For information **Circle No. 372 on Reader Inquiry Card.**

### PERSONAL FILES

Acorn Products Co., 4605 West 21st St., Chicago 50, Ill., makes Models 2061 and 2062 personal files which organize up to 2,000 receipts, paid bills, correspondence, lists or other documents. Each style is 12½" wide, 10" high and 11" deep. Model No. 2062 has double compartments, a secret locked compartment in the lid, and contains imprinted heavy manila envelopes. Both models have a nickel plated



snap lock and come with alphabetically indexed file folders plus specially imprinted folders. Attractively designed for home or office, cabinets are constructed of electrically welded steel. Other features include embossed, ribbed design for added strength, flush ends for extra rigidity, and combination handle and name plate. Scratch-resistant hammertone finish is available in gray, green, red, blue or brown. Lock and handle are permanently riveted to assure years of handy reference and protection. A new stop-hinge holds lid open when in use. For information **Circle No. 392 on Reader Inquiry Card.**

# If you do any stapling ...you need Staplex!

**AUTOMATIC ELECTRIC STAPLING . . . AT ITS MONEY SAVING BEST!**

*A Necessity*

**IN MODERN BUSINESS!**

**Staplex**

*Completely automatic . . . Both hands free to gather and feed work. Stapling position always visible. No exposed moving parts . . . safe . . . foolproof!*

*Fast . . . One person does the work of ten with STAPLEX . . . Portable . . . Plugs in anywhere!*

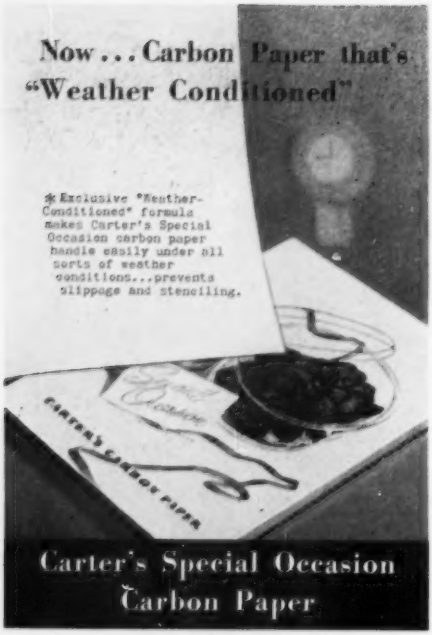
- Here is the modern, time and money saving way to staple. You merely insert the work and in a split second STAPLEX does all your stapling . . . efficiently . . . perfectly!
- Time-tested, there are thousands of STAPLEX machines in profitable use in all kinds of business and industry throughout the world. Pays for itself in no time.
- Let us prove that savings of 70% and more can be yours with STAPLEX . . . . . .

© 1955, The STAPLEX Company, Brooklyn 32, N. Y.

A free demonstration of the STAPLEX doing **your** work . . . saving **your** money will convince you!

THE Staplex COMPANY
775 Fifth Avenue, Brooklyn 32, N. Y.
☐ *Free Demonstration* ☐ *Send me further information*
NAME .....
COMPANY .....
ADDRESS .....
9-55

For More Information Circle No. 181




Special Occasion is more than a good carbon . . . it is the result of an entirely new approach . . . outperforms and outwears ordinary carbons because of an exclusive Carter development, the "Weather Conditioned" formula.

Your own test will do more to show you why "Weather Conditioned" Special Occasion Carbon is the carbon for *your* office than anything we might say.

Make your own rigid test. Write us for samples, telling us whether your office has electric or regular typewriters, and how many copies your secretary usually makes. Then you'll know why "Weather Conditioned" Special Occasion is the most modern, yet the most economical carbon your office can use.

*On Sale at Leading Stationers and Office Outfitters*

**THE CARTER'S INK COMPANY**
CAMBRIDGE 42, MASSACHUSETTS
For More Information Circle No. 256

## MACHINE STAND

Karl Mfg. Co., 32 Ionia Ave., S.W., Grand Rapids, Mich., makes Karlo Adjustable Machine Stands which reduce operator posture fatigue because they can be adjusted to the natural working position of any person's hands. Model 1 (illustrated) has a heavy 16" x 16" hardwood top which adjusts from 26" to 38" in

height. Its precision cast column center support reduces vibration and eliminates drumming noise. Machine-threaded elevating screw with ball bearing hand wheel allows quick adjustment. The heavy cast metal base and low center of gravity provide strength and stability. Full swing 2" casters for quiet, easy movement. This model can be had with extension slide, elevated leaf, or both. For illustrated folder showing various models for different jobs and machines, **Circle No. 388 on Reader Inquiry Card.**

## SAFES

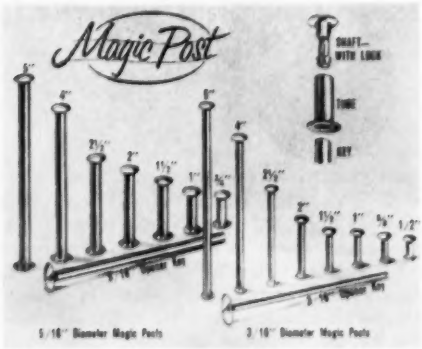
John D. Brush & Co., 545 West Ave., Rochester 11, N.Y., makes the Sentry line of personal safes. The Sentry Major is a 3285 cu. in. capacity, low cost safe weighing 275 lbs. and measuring 24½" x 17½" by 22¾" outside. Available in brown or gray metalescent baked enamel finish. Cabinets in choice of genuine mahogany, bleached mahogany or wal-

nut are available to enclose Sentry Safes, allowing the safe to be located in any interior. List prices on the safes start at $69.95 and all have fireproof Vermiculite

insulation, all welded construction, one-piece doors, all-steel removable interiors and 3-wheel screw wedge built-in combination locks. For literature **Circle No. 307 on Reader Inquiry Card.**

### BINDING POSTS

Bankers Box Co., 720 S. Dearborn St., Chicago 5, Ill., now make Magic Posts which are powerful, simple, automatic




binding posts. As the shaft is inserted into tube, post is positively locked at the length required for compact bind-

Carter's "Super Nylon", with the Silver Tip, gives typed letters that "steel engraved Executive Tone."

Carter's "Super Nylon" gives you more "mileage" per penny than ordinary ribbons.

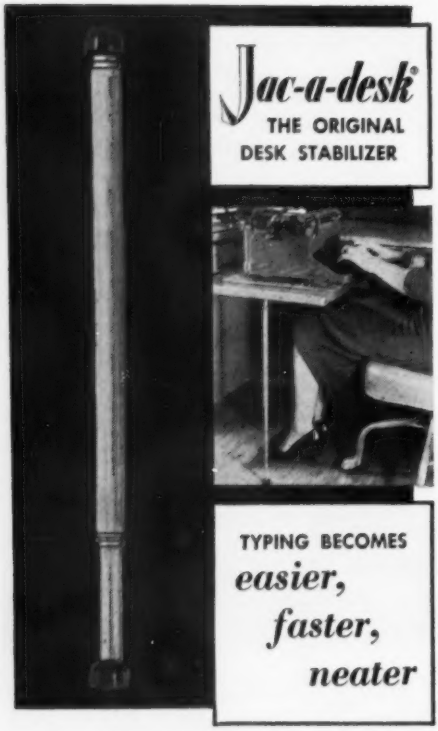
Carter's "Super Nylon" comes in three inkings, and in special tough fabrics for hard-pounding electric typewriters . . .

These are just three good reasons why Carter's Super Nylon ribbons are actually less expensive than ordinary "economy brand" ribbons.

For real proof of Super Nylon superiority, buy a dozen from your local dealer. Give that trial dozen your own rigid test and *see* why Super Nylons are better.

*On Sale at Leading Stationers and Office Outfitters*

**THE CARTER'S INK COMPANY**
CAMBRIDGE 42, MASSACHUSETTS
For More Information Circle No. 269




**OVER 50,000 IN USE TODAY**

Turn out neat, handsome letters by letting economical JAC-A-DESK take the skipping and piling out of your typing. Modern, streamlined JAC-A-DESK also reduces errors due to typing tiredness. At the end of the day you're fresher, more relaxed. In fact, if you're not using JAC-A-DESK, you're working too hard!

**No clumsy locks or sharp edges to bump shins or snag nylons**

*Jac-a-desk works simply, automatically . . . up in a jiffy, down in a jiffy. Telescopes to fit desk drawer. Sure grip rubber ends. Handsome satin finish won't rust. Expands from 16" to 30".*

**$4.95** **Write for liberal quantity discounts. Ask about our exclusive franchise plan.**

GONCO MANUFACTURING CO.
1259 SO. LA BREA, LOS ANGELES 19, CALIF.

For More Information Circle No. 270


ing. There is no slipping and Magic Posts remain securely locked until released by an opener key. Made in 3/16" and 5/16" diameters in a choice of lengths. All lengths are expandable up to 50% of their stated length. For further information **Circle No. 386 on Reader Inquiry Card.**

## CLOTHES RACK

Safway Metal Products Co., 1111 Webb Ave., Detroit, Mich., announces the addition of a floor model to their line of deluxe aluminum Hat and Coat Racks. It is made of heavy-duty aluminum and is of bolted construction throughout. A buffing and polishing process, recently

developed by the company, is said to insure a polished surface finish with permanent high luster qualities. Floor models are available in 3, 4 and 5 ft. widths. Also available are wall models in 2, 3, 4, 6, 8 and 10 ft. widths. Both types may be ordered equipped with single or double hat and package shelves. Non-standard rack sizes can be supplied to exact specifications. For literature **Circle No. 308 on Reader Inquiry Card.**

# ROUND and ROUND

TO STOP AT ANYTHING YOU NEED IN CARBON PAPER—CARBON ROLLS—INKED RIBBONS

H. M. Storms is ONE stop for everything. At Storms you'll find hundreds of items in stock . . . to take care of your immediate needs . . . or made up to your special requirements at short notice.

Do as other satisfied dealers have done for almost 50 years . . . depend upon Storms for the finest Carbon Paper, Carbon Rolls and Inked Ribbons.

Carbon Rolls

Pencil Carbons

Adding Machine Ribbons

Special Ribbons

Typewriter Ribbons

Typewriter Carbons

Special Carbons

**STORMS SERVICE BUREAU**

The Storms Service Bureau is ready to help you with special applications of carbon paper, inked ribbons and carbon rolls. You are invited to consult with Storms any time you get such requests from your customers. No obligation, of course.

*Ready for you NOW — the new 1955 Storms Catalog . . . 32 pages of quick reference to hundreds of items. Write for your copy TODAY!*

H. M. STORMS COMPANY
Storms Building, Brooklyn 38, N. Y. O-9

Gentlemen: We are interested in the Storms Private Brand Program.

☐ Please send us complete information and samples.

☐ We would like a copy of your new 1955 Catalog.

Name . . . . . .

Company Name . . . . . .

Address . . . . . .

City . . . . . Zone . . . . State . . . . . .

# H. M. STORMS COMPANY

**STORMS BUILDING, BROOKLYN 38, N. Y.**

For More Information Circle No. 190

SUPPLIERS OF EXPERTLY CONSTRUCTED

# SILK FABRICS

AND

# NYLON FABRICS

FOR MANUFACTURERS OF
QUALITY TYPEWRITER RIBBONS

BOMONT, INC.

21 WEST STREET, NEW YORK 6, N. Y.

TELEPHONE HANOVER 2-5425

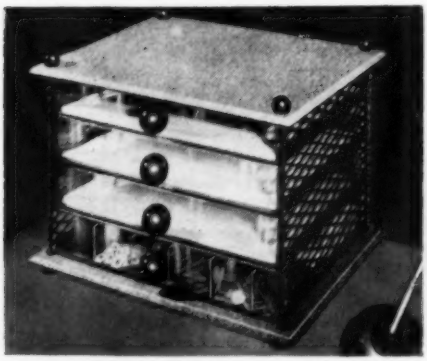
For More Information Circle No. 151

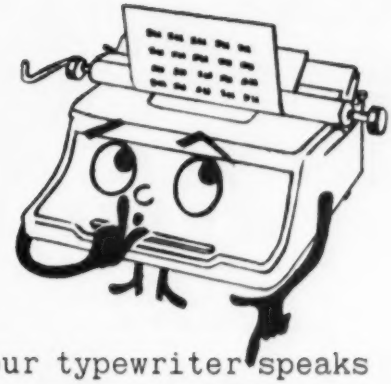
### HECTOGRAPH MASTER

Columbia Ribbon & Carbon Mfg. Co., Herb Hill Road, Glen Cove, N. Y., makes a "hospital clean" Marathon Black Ready-Master for use in hospitals, schools and other institutions, as well as in business offices, where cleanliness is extremely important. The new unit is exceptionally clean to handle, prepare and duplicate. Copies are clear and dignified in appearance. Many hospitals, like Long Island's North Country Community Hospital, are using Marathon Black Ready-Master Units to inexpensively duplicate daily menus and periodic hospital reports. **Circle No. 339.**

### DESK CABINET

Campro Sales Co., 1304 Fourth St., S.W., Canton 2, Ohio, makes Jiffy Secretary cabinets with 3, 4, 6 and 8 drawers,



Your typewriter speaks in a **WHISPER** with

# KIL-KLATTER

You can make your office quieter and more efficient by placing **Kil-Klatter** pads under all your typewriters. Your typists will make fewer mistakes, and office efficiency will go up as **Kil-Klatter** pads absorb the shock and deaden the noise of typing. Fits all typewriters.

**Absorbs the shock and deadens the sound of typing.**

**Made from genuine OZITE felt, with dent-proof top and skid-proof bottom.**

**Fits all typewriters and other office machines too**

**$1.25** AT YOUR STATIONER OR OFFICE SUPPLY DEALER

**KIL-KLATTER**

THE SCIENTIFIC TYPEWRITER PAD

***"The Answer to a quieter office may be under your typewriters"***

For More Information Circle No. 266

# QUICK RELIEF

FOR OVERLOADED SWITCHBOARDS IN OFFICES and PLANTS
*PLUS*
EMERGENCY SERVICE

**WHEELER**
SOUND POWERED
*Electric*
TELEPHONES

- No Batteries
- No Outside Power
- No Maintenance

*Write for folder.*

*the* **WHEELER** INSULATED WIRE COMPANY, INC.
*Division of Sperry Rand Corporation*
1106 East Aurora Street, Waterbury 20, Connecticut
In Canada: Sperry Gyroscope, Ottawa Ltd., Ottawa
3WH55D

For More Information Circle No. 196

# Ideal BUSINESS GIFT

*Desk Organizer*

*Keep things at your fingertips*

*Slim for desk • Flat for travel*

- avoids desk clutter
- genuine vinyl plastic, looks just like the heavy-grained, fine calf leather
- executive black, brown, navy blue
- 9¾" x 11¾"—accommodates letter size stationery
- with strip of gold-leaf for personalized signatures or individual name, gold stamped on cover

Samples available by request on business letterhead. $3.50 postpaid.

**Scrolite CORPORATION**
11 White St., N. Y. 13, N. Y.

For More Information Circle No. 198

# New CLEAN way to Moisten Envelopes

## MOISTIX MOISTENER

The new, CLEAN and SURE way to moisten envelopes, stamps, labels, etc. . . . **JUST ROLL IT ON!** No messy parts, no sponge squeezing. Mechanically constructed to flow evenly always yet keeps hands **CLEAN** and **DRY!** A **must** for every office, home or shop!

*See your Stationer or write:*

***New Exclusive "Moisture Control"***
The only moistener guaranteed to roll an even coat of water on the surface each and every time.

**98c** each

**MFD. BY BERNAY PRODUCTS CO.**
412 S. Wells St., Chicago 7, Ill., WAbash 2-2636

For More Information Circle No. 197

# ZIP-O-RITER

**Addresses Directly from Card Files**

**Writes Headings On Work Sheets Accounting & Tabulating Forms**

***INDISPENSABLE FOR MANY OFFICE ADDRESSING & DUPLICATING PROBLEMS.***

**Anyone can use the ZIP-O-RITER which prevents copying errors. Addresses or duplicates without plates, inks or costly machines.**

**S & M DISTRIBUTING CO.**
**3875 GARLAND ST. WHEAT RIDGE, COLORADO**

For More Information Circle No. 199

to hold stamps, clips, rubber bands, pencils, scissors, stationery, carbons, envelopes, etc., on a desk or table. Sides and back of the cabinets are perforated metal enamel in satin black. Top and bottom can be mottled green, gray or cork tan. Feet, trim and drawer pulls are black plastic. Drawers are clear plastic with finger-lift hole at front for easy access to contents. Lower drawer is subdivided for small items, stationery drawer takes 8½" x 11" sheets. Retail prices: 3 drawer, $8.50; 4 drawer, $9.95; 6 drawer, $14; 8 drawer, $18. For literature **Circle No. 338 on Reader Inquiry Card.**

### POSTURE CHAIR

Emeco Corp., Hanover, Pa., makes the Super Executive Posture Chair with a large tilting back. It has thick foam rubber cushions in the seat, back and arms, and is available in a wide range

of coverings. Another Super Executive Posture Chair has an oval back and there is a Super Executive Side Chair. These chairs have extra heavy foam rubber padding in the seat, back and arms. All chairs are made of anodized aluminum for attractive appearance. For full information on these and other aluminum chairs **Circle No. 337 on Reader Inquiry Card.**

For More Information Circle No. 281

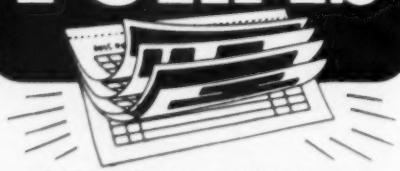
**TYPEX** The Miracle type-cleaner

**GONE FOREVER** are the messy, dirty, old fashioned brush and solvent that smears fingers, or gums which must be kneaded before using.
Now you can offer your customers the new "Typex", the modern type cleaning device, with interchangeable adhesive refills. Keeps type sparkling clean. Works fast. Write for free folder at once.

**MICHAEL FKUMKIN**
87-11 35 Ave., Jackson Heights, N. Y.

For More Information Circle No. 282

SAVE MONEY
TIME and LABOR
with
NEW ELECTRONIC HOT WAX PROCESS
SPOT CARBONIZING
OF YOUR OFFICE & BUSINESS
FORMS



SPOT CARB is applied directly to back of each sheet in any size or shape. Clean, non-smudge. Eliminates necessity of carbon interleaving. Possibilities of simplification and savings are practically unlimited. Perfect for all forms — from small, receipts to large accounting forms — single or multiple sets. Our complete plant handles printing, spot carbonizing, binding. Contact us direct for details, or call your regular supplier. Ask for free SPOT CARB samples and booklet "How to save with SPOT CARB."

SPOT CARB

SPOT CARBON PRODUCTS
56 LAFAYETTE STREET, NEW YORK 13, N. Y.

*Send samples of SPOT CARB forms and free booklet "How to save with SPOT CARB"*

FIRM .....

ADDRESS .....

SIGNED .....

For More Information Circle No. 271

## STORAGE CABINETS

Steel Service Mfg. Co., 330 North 7th St., Steubenville, Ohio, makes a complete line of quality Storage and Wardrobe Cabinets in mist green and desert sage in addition to forest green and office gray. All

Steel-Pride Cabinets, including those in the new colors, have exclusive Jet-Lok construction which makes for faster assembly, extra rigidity and added pilfer protection. For complete information on this equipment **Circle No. 336 on Reader Inquiry Card.**

## POSTAL MANUAL BINDER

Elbe File & Binder Co., Fall River, Mass., makes a Postal Manual loose leaf binder to accommodate the Postal Manual and Supplements as furnished by the U. S. Government Printing Office. The binder allows pages to fall open in a natural V with the binder serving as its own pedestal. Made of heavyweight, durable materials that will stand up under constant reference use. Pages are held by a prong mechanism which opens instantly as the automatic lock lever is depressed, making insertion or removal of pages quick and easy. The notched half-open position allows sheets to lie flat for maximum readability. The

**LECTERNS for Speakers**

DEALER INQUIRIES INVITED
WRITE FOR FREE CATALOG

**KELL-MOR LECTERN CO.**

1283 N. Main Street • Rockford, Ill.

For More Information Circle No. 216

# LOOK to WORDEN

for dependable quality
in wood office furniture

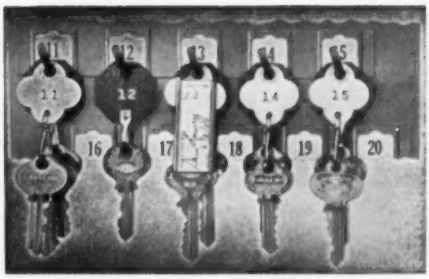
3060 SERIES

*WRITE FOR CATALOG AND DETAILS*

*the* **WORDEN** *company*

HOLLAND MICHIGAN

For More Information Circle No. 217




More than just a key file . . .

Because behind each unit there's the incomparable TelKee "complete" key control system. It's the one system that keeps smooth working keys instantly available. And besides the convenience of this, productive time is saved and costly delay avoided. Remember, too, TelKee lets you use all your locks all the time. But for full details send for our FREE catalog No. O-22 today.

TEL KEE

*The* **MOORE KEY CONTROL**® *Systems*

P. O. MOORE, INC. 300 FOURTH AVENUE, NEW YORK 10, N. Y.

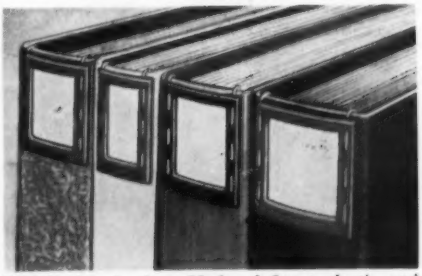
For More Information Circle No. 218

*Kolor Klip*

**RING BOOK LABEL HOLDERS**

*give you*

**36 DIFFERENT COLOR INDEXING CODES**



Fit all ring books. Made of finest plastic and guaranteed for years of use. Six different color frames are available with an assortment of color or white inserts. Write for literature and prices.

**PERMA PRODUCTS CO.**

Box 625, Detroit 6, Michigan

For More Information Circle No. 219

All Models of Heavy-Gauge Steel Construction, Gray Hammerloid Baked Enamel Finish.

**Safe . . . Efficient . . . Economical!**

# MIM-E-O

## STENCIL & OFFSET NEGATIVE & MASTER

# FILES

The MIM-E-O Patented Spring Clip method of vertical filing provides complete protection for Stencils (in File Wrappers), Offset Negatives, and Paper Composition, Aluminum and Zinc Masters—especially the serrated edge of Multilith Masters. Special heavy-tension Spring Clips available for filing Zinc Masters.

The complete MIM-E-O line includes models to file Multilith #1250, #75, #80, #81, and #2066 Negatives and Masters; also Davidson #241, #251 and #233. Filing capacity from 50 to 1000 units. MIM-E-O has 250 Distributors from coast to coast to help you with your Stencil or Offset filing problems.

EASY TO FILE
Just slip top edge up and under patented MIM-E-O Spring Clips.

SAVE SPACE
Each hanger holds two Stencils, Negatives or Masters.

EASY TO FIND
MIM-E-O Angle Index tabs instantly locate Stencil, Negative or Master.

*Write Today for FREE Illustrated Brochure!*

## MIM-E-O STENCIL FILES CO.

1219-21 W. Chestnut St. • Chicago 22, Ill.

For More Information Circle No. 157

SERIALLY NUMBERED
*Autographs*®

# "The Best Buy in Property Control Tags"

## say PURCHASING AGENTS

"Now, because we know what we have and where we have it, we're making the most efficient use of our equipment. The positive check against loss, theft and unauthorized transfer eliminates unnecessary purchases . . . helps determine obsolescence of equipment."

**(No Screws, Tacks or Tools)**

Lustrous .016" Satin Aluminum "SERIALLY NUMBERED AUTOGRAPHS" are much more durable than foil or paper labels . . . more impressive and easier to use than conventional "tags." Simply brush solvent on the adhesive backing and press into place with your fingertips. Mount them in seconds on both smooth and crackle finish surfaces.

*THEY Stick!* WRITE TODAY for samples and FREE booklet, "HOW TO PERFECT PROPERTY CONTROL."

*METALcraft* INC.
MASON CITY, IOWA, U. S. A.

For More Information Circle No. 158

binder is covered in black colonial imitation leather and has continuous heavy nickel plated cover hinges, as well as heavy nickel plated metal parts throughout. Approved by the U. S. Post Office Department. Circular No. 200 available upon request. **Circle No. 309 on Reader Inquiry Card.**

## FILE FASTENERS

It was incorrectly stated in their advertisement on page 44 of the August 1955 issue of THE OFFICE that Acco Products, Inc., Ogdensburg, N. Y., manufacture 30 styles of Acco Fasteners. It should have stated that genuine Acco Fasteners are available in 50 styles, each with a needed purpose, this comprehensive range of 50 styles altogether meeting every conceivable requirement. For further information **Circle No. 310 on Reader Inquiry Card.**

"I was amazed at how MANY ways manpower inc. could help us"

says Jules Lederer, dynamic President of the Autopoint Co., division of the Cory Corporation.

Let MANPOWER, INC., the world's largest complete Business Service give you the temporary lift you need for four hours, a day, week or month, at surprisingly low hourly or contract rates. Our services include typing, stenography, calculating work, office work (all types), demonstrations, complete mailing service, factory work, car and truck loading, general labor, convention service, telephone answering, market research, or you name it. We use our own experienced, bonded, insured employees to do your jobs, in your office or ours. We pay our people and keep all records. Over 50 offices all over U.S. Phone our office in your city today for the lift you need. If not listed, write Manpower, Milwaukee for office nearest you. Also ask for FREE Booklet, "Slash Hiring Costs."

manpower, inc.
World Headquarters
330 W. Kilbourn
Milwaukee, Wisconsin

For More Information Circle No. 272

MANAGEMENT SEMINARS
Attendance limited to six persons
Five-day sessions • 9 A.M.-5 P.M.
Uses of Electronic Computers
Mechanization Other Subjects
H. A. WARNER
(formerly Technical Director of NOMA)
Box 19, Route 4 Elkridge 27, Maryland

For More Information Circle No. 273

For More Information Circle No. 274

# NEWS of the Office

## AFMA Appoints Dwyer

Edmund D. Dwyer

The Armed Forces Management Assn. announced the appointment of Edmund D. Dwyer as director of programs. Mr. Dwyer has held several important assignments on AFMA's board of directors during the past year; outstanding were his efforts as co-chairman of the constitution and by laws committee and as chairman of the nominating committee for the current elections.

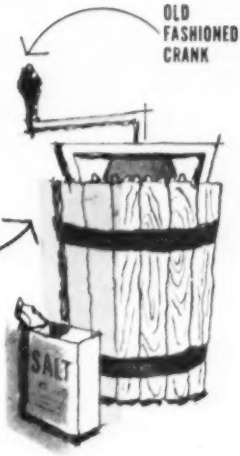
With the Navy Department, he has served as assistant director and director of the Office Methods Division, Executive Office of the Secretary of the Navy. His services have been sought after by several government study groups. At the top of the list of those that he accepted are the State of Michigan's governmentwide survey of improvement of paperwork and as a member of the Hoover Commission's Task Force on Paperwork Management, the Commission on Organization of the Executive Branch of the Government (Hoover Commission).

## 2nd Annual TIMS Conference

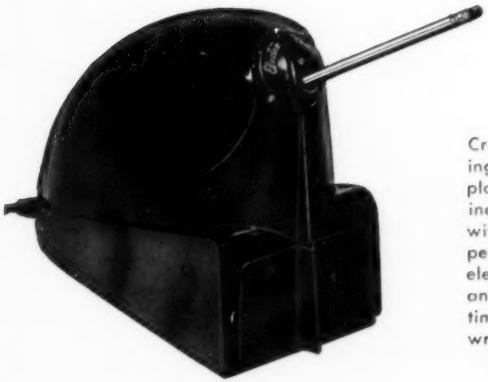
The Institute of Management Sciences has completed plans for its second Annual National Meeting at the Park Sheraton Hotel, New York, Oct. 20-22. The success of the first Annual National Meeting in Pittsburgh a year ago indicates this three-day session will bring hundreds of members and their guests from all over the country. The program will emphasize the need of a "Forward Look" to the objective planning of management in evaluating the driving forces of change and cover application possibilities of data automation and related electronic computing devices. Details from Paul Kircher, School of Business Administration, University of California, Los Angeles 24.

Roger Lewis, assistant secretary of the Air Force, speaking at AFMA conference. Seated are Weldon T. Ellis Jr., deputy director, Air Force Directorate of Manpower & Organization; Lawrence W. Hoelscher, Army deputy controller; Edmund D. Dwyer, director, office methods, Executive Office of Sec. of the Navy; Col. H. H. Cloud Jr., chief, Management Engineering Service, USAF.

# DO YOU DRAW WATER THIS WAY?




# OR MAKE ICE CREAM THIS WAY?



Crank turning is the outmoded way of drawing water, making ice cream, starting cars, placing phone calls etc., so why run an inefficient, outmoded office. You can do away with time-wasting, pencil-eating crank type pencil sharpeners by getting a self-starting, electric, completely automatic Electro-Pointer and sharpen pencils the modern way. Saves time, saves pencils. See your stationer or write Stile-Craft.

**COMPLETELY AUTOMATIC!**

**BE MODERN WITH THE** *Electro-Pointer*

**STILE-CRAFT** *Manufacturers* **INC.**

**1825 MACKLIND AVE. ST. LOUIS 10, MO.**

For More Information Circle No. 312

# *Clerical requirements cut from 11 to 3 with Rol-Dex and Trans-Dex record handling equipment!*

Above is a view of the TRANS-DEX record handling equipment used for purchase order filing in a large eastern industrial firm. The direct reduction in personnel used in the operation (from 11 for the old upright file method to 3 for the modern TRANS-DEX system) was brought about because with ROL-DEX and TRANS-DEX all unnecessary work by the clerk is eliminated. In the above case 100% of the records are immediately accessible to outside reference. The clerks shown remain seated and roll with their work table to any place in the file. ROL-DEX and TRANS-DEX can solve *your* active record problems, too . . . and save you money while doing so!

ROL-DEX

WATSON MANUFACTURING CO., Inc.
Rol-Dex Division, Dept. F-2
Jamestown, New York

Please send me information about ROL-DEX record units

Company .....
Name ..... Title .....
Street ..... Zone .....
City ..... State .....

**Send coupon for more information about the above and other ROL-DEX and TRANS-DEX installations.**

WATSON (established in 1887) also builds a complete line of filing cabinets and courthouse, bank and hospital equipment.

**For More Information Circle No. 311**

## Automation Conference

The changes demanded by automation of technical and clerical procedures in the office will be examined at a two-day conference for policy-level executives at the University College of the University of Chicago. Timed to coincide with the International Automation Exposition from Nov. 14 to 17, the conference will be held in the Shoreland Hotel, Chicago, Nov. 14-15. Details from Gordon L. Mattson, coordinator, Conference in Office Automation, University College, University of Chicago, 19 S. LaSalle St., Chicago 3.

## NSA President

Cassandra D. Waterman

Cassandra D. Waterman was elected president of the National Secretaries Assn. (International) at its tenth annual convention in Chattanooga. Miss Waterman is secretary to F. W. Bonacker, assistant vice president, Carborundum Co., Niagara Falls, N. Y., and has held this position since 1945.

## Manpower, Inc., in Arizona

Manpower, Inc., has opened offices in Phoenix, Ariz., marking its expansion into the southwest. Begun as a midwest operation seven years ago, Manpower today is the nation's largest business service firm with over 50 offices in major cities. Manpower has also expanded the type and scope of its services to become the nation's most complete business service bureau. It furnishes temporary help, calculating, demonstrating, telephone-secretarial, consumer and market surveys, convention help, and direct mail on a local or national scale. Its customer list includes 79 of the top 100 industrial companies in the nation, and 13 of the 14 largest insurance companies. Marjorie Mattinson, a former fashion co-ordinator and buyer for a women's apparel shop in Montreal, is in charge at Phoenix.

## AMA Office Seminars

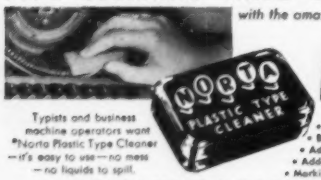
American Management Assn. will hold 18 workshop and orientation seminars on different office management subjects in New York from Sept. 29 to Jan. 13. There will be one in Chicago, Nov. 16-18. For complete program, write AMA at 330 West 42nd St., New York 36.

## Chicago Records Conference

The 24th annual conference on records management will be held at the Edgewater Beach Hotel, Chicago, Oct. 14. Speakers will include Stanley Faierson, John Plain & Co.; John P. H. Dethman, Ford Motor Co.; Dr. Deal Rorke, George Fry & Associates; Mona Sheppard, National Archives & Records Service; Knox Kreutzer of Merrill Lynch, Pierce, Fenner & Beane. Two new features this year will be round table discussions and exhibits. Details from Records Controls, Inc., 209 S. LaSalle St., Chicago 4.

Alice Huntley, Los Angeles, secretary to J. H. Kindelberger, chairman of the board of North American Aviation, Inc., was named Secretary of the Year at the annual National Secretaries Assn. convention.

TYPE CLEANING MADE EASIER




Typists and business machine operators want *Norta Plastic Type Cleaner —it's easy to use—no mess —no liquids to spill.

CLEANS
• Typewriters
• Billing Machines
• Adding Machines
• Addressing Plates
• Marking Devices, etc

*NORTA THE ORIGINAL PLASTIC TYPE CLEANER

Free sample sent upon request write to

NORTA DISTRIBUTING COMPANY
——1165 Broadway, New York 1, N. Y.——

For More Information Circle No. 287

The man who didn't Come to Dinner.

Moral: Use your Keith Clark Desk Calendar to arrive at important business and social engagements —calmly, efficiently, and socially relaxed.

BE WELL-APPOINTED ...ALWAYS

Ask your stationer for prices

WORK-A-DAY
SCHEDULE-A-DATE
The Calendars that work for you.

Keith Clark, Inc., 130 West 42nd St., New York 36, N. Y.

For More Information Circle No. 288

PLATENS PARTS SUPPLIES
for TYPEWRITERS and other office machines

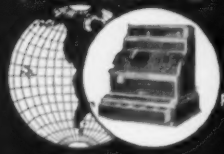
Now in New and Larger Quarters

TYPEWRITER EQUIPMENT CO., INC.
25 Park Place, New York 7, N. Y.

For More Information Circle No. 289

CASH REGISTER PARTS

WORLD WIDE SERVICE



HIGHEST QUALITY PRODUCTS

NEW ADDRESS:
International Cash Register & Parts Co.
207 E. EVERGREEN ST., MT. PROSPECT, ILL.

For More Information Circle No. 290

## Western NMAA Conference

The Western Division Conference Committee of the National Machine Accountants Assn. announces its annual "Electronic Business Systems Conference," Nov. 10-11, at the Statler Hotel, Los Angeles. The conference will feature displays, lectures and discussion meetings. Details from Box 221, South Gate, Calif.

## Office Automation Courses

Six evening courses on office automation begin this month at the Management Institute of New York University's Division of General Education, Dean Paul A. McGhee has announced. Subjects are: Office Automation: Electronic and Tape Processing Systems; Application of Machine Accounting Equipment and Systems; Planning and Managing Punched Card Systems; Basic Plugboard Wiring for Punched Card Machines; Analysis of Programming and Coding of Business Problems for Digital Computers; Logical Design of Computers. You can register from Sept. 12 to 30.

## NACA Elects Picchione

Nicholas Picchione, C.P.A., and president of Dome Publishing Co., Providence, R. I., was elected a member of

Nancy Marie Shea, Springfield, Ohio, is Miss Eye-Ease of 1955. She won $1700 in contest conducted by National Blank Book Co., makers of Eye-Ease green record keeping forms.

# Brand New Erasers . . .

## In Tune with Today's Business!

These new Weldon Roberts Erasers achieve neater, faster erasing of writing from today's electrically and manually-operated typewriters and office machines. They save overhead substantially by speeding and simplifying the work of office employees.

**No. 378 GRAYPOINT.** Paper-wrapped quality gray eraser for ink and typing. For typists, office workers, draftsmen, accountants.

**No. 448 GREEN GLOW.** Paper-wrapped soft green eraser for a wide variety of pencil and cleaning work. For office, drafting and school use.

*Ask your stationer for demonstration NOW!*

WELDON ROBERTS RUBBER CO.

365 Sixth Avenue, Newark 7, N. J.

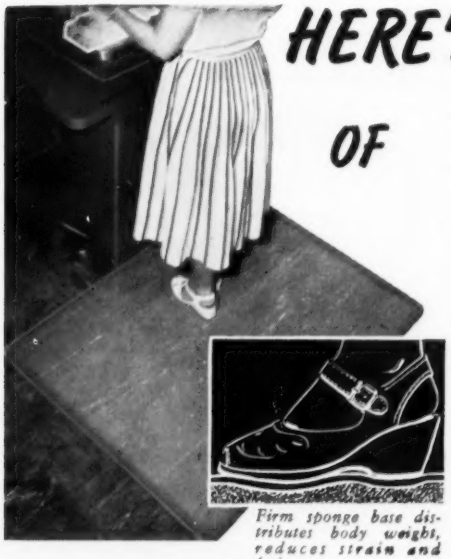
*World's Foremost Eraser Specialists*

For More Information Circle No. 193

# HERE'S THE SECRET!

## OF

## –INCREASED EFFICIENCY
## –REDUCED FATIGUE
## –GREATER WORKING COMFORT



*Firm sponge base distributes body weight, reduces strain and fatigue.*

**MATS: 18 x 30", 18 x 48", 24 x 36", 36 x 64"**
**RUNNERS: TO 36" width, any length.**

**See your BANK OUTFITTER or OFFICE SUPPLY DEALER, or write: FLOORING DIV., Dept. C-9 for prices and literature.**

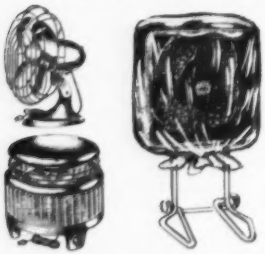
Foot Comfort Cushions pay for themselves wherever people must work standing. It really is no secret but just common sense that, by helping to relieve bodily strain and tensions, they enable users to work in greater comfort. Fatigue is reduced with a resulting increase in efficiency.

Foot Comfort Cushions have a firm molded sponge rubber base which cushions and distributes body weight. The surface is smooth, colorful, marbleized rubber tile lifetime-bonded to the sponge base. All edges are beveled for safety and appearance. Foot Comfort Cushions are available in 8 marbleized color combinations. Colors go clear through the tile and cannot wear off.

**The Hygienic Dental Manufacturing Co., Akron 8, Ohio, U.S.A.**

For More Information Circle No. 194

## Don't let dust ruin your fans!



**a size for every type:**

SQUARE
ROUND
PEDESTAL
PITCH
HASSOCK

# ELECTRIC FAN COVERS

**made of rugged vinyl plastic for long-lasting, low-cost protection**

Tiestring closure gives positive protection from dust and moisture—makes cover easy to slip on, quick to remove, fold flat for storage. Saves costly cleaning and repairs.

**FREE** miniature fan cover on request. Write today for Catalog and Price List.

**BUDLEW PRODUCTS COMPANY**
**3535 W. CORTLAND • CHICAGO 47, ILL.**

For More Information Circle No. 243

SCHWAB

## SCHWAB'S NEW FIRE AND BURGLAR RESISTING WALL SAFE

The Schwab Certified Label attached to the door of each safe is your Customer's guarantee that this wall safe has been furnace tested for one hour fire protection, at 1700° temperature.

| Dimensions: | Wide | High | Length |
|---|---|---|---|
| Outside | 13⅞ | 10⅝ | 17⅝ |
| Inside | 9½ | 6 | 13 |

Finish Smooth Gray—Shipping weight—50#

**THE SCHWAB SAFE COMPANY**
**LAFAYETTE, INDIANA**

For More Information Circle No. 244

## Smith

PROJECTING SIGNALS are unequalled for QUALITY—SIZE—SERVICE

- Smith Signals available in wider variety of sizes; all are stronger; last longer.
- Smith Signals are made of two pieces of hard tempered steel, another long-life factor. Jaws have stronger grip, won't bend away from card stock. Records can't snag.

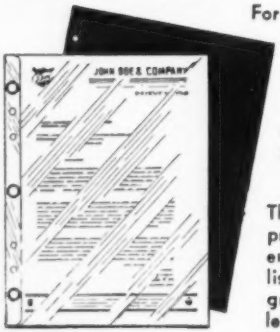
*See your office supply dealer or write*

Available in ¼" to 2" widths; choice of 12 plain colors or imprinted alphabetically, by states, months, numbers, or to fit special needs.

**CHARLES C. SMITH, INC.**
EXETER, NEBRASKA
*For More Than 50 Years a Complete Line of Time-Saving Signals and Indexes*

For More Information Circle No. 316

## Amfile SHEET PROTECTORS



For 2- and 3-Ring Binders

***METAL EYELETS**

**— an exclusive Amfile feature**

They glamorize proposals, presentations, price-lists, photographs — any letter-size papers.

A one-inch ring binder holds up to 25 protectors. Made of heavy gauge, non-inflammable acetate. Size 11 x 8½". Packed 25 to a box.

If your dealer doesn't have them in stock, send us his name and we'll see that you are supplied promptly. Write for circular.

**AMBERG FILE & INDEX CO.**
*Filing Specialties since 1868*
**1601 DUANE BLVD., KANKAKEE, ILL.**

For More Information Circle No. 246

the national board of National Assn. of Cost Accountants. He is past president of the R. I. Society of Certified Public Accountants. In 1946, as president of Providence Chapter, NACA, he was awarded the Stevenson Trophy.

### AMA Office Planning Council

Appointment of four executives to the Office Management Planning Council of American Management Assn. was announced by Lawrence A. Appley, AMA president. Together with 13 reappointed members of the council they will serve on a voluntary basis in the planning of conferences, seminars and research for the Office Management Division. New members are Walter Emmerling, office manager—general office, Procter & Gamble Co., Cincinnati; Charles I. Keelan, office methods specialist, Johns-Manville Corp., New York; Alan O. Mann, commercial coordinator, SKF Industries, Inc., Philadelphia; Walter Ott, assistant treasurer, Cincinnati Gas & Electric Co. Chairman of the council and vice president in charge of the Office Management Division is Herman Knauss, planning director, Mutual Life Insurance Company of New York.

## 75th Anniversary of Office Equipment Manufacturer

ON MAY 1, 1880, businessmen pushed up the rippling covers of their massive roll top desks to expose an array of pigeonholes. In Rochester, N. Y., on that May morning, Philip H. Yawman and Gustav Erbe pooled their resources and ingenuity to set up a manufacturing business in a one-room loft on the banks of the Erie Canal. Like other businessmen of the time, they had no thought of liquidating the roll top desk. Most of their first products were entirely unrelated to an office.

A wide variety of items were pro-


*Users Call Them*

**MONEY SAVING EQUIPMENT**

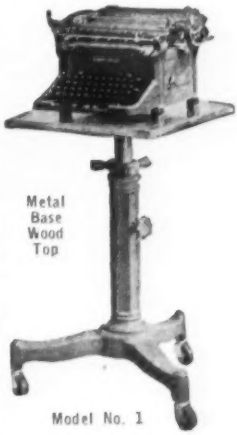
**Girls aren't all built the same way. You can't expect a tall girl, hunched over her typewriter, to be efficient. Nor can you expect a five-foot-two girl to earn her salary s-t-r-e-t-c-h-i-n-g up to the keyboard of her machine. She gets tired. She makes mistakes. And it costs you money in your typing department.**

**THE KARLO POSTURE TYPEWRITER SUPPORT is completely adjustable to the operator. Typing becomes effortless. Errors are reduced to a minimum. You get more work and better work. And typing costs go down.**

**Money saving equipment—the KARLO POSTURE TYPEWRITER SUPPORT is practically indestructible. Solid, rigid, with no vibration—which is very important when typists are using electric machines. The most expensive business machines and typewriters are safe from falls. KARLO pays for itself in a hurry. And continues to save money for you.**

**The way to cut your operating costs is to increase efficiency in your methods. Give your typists the right tools. Thousands of KARLOS in constant use is your guarantee that here is MONEY SAVING EQUIPMENT.**

**Decide today to increase your company's typing production. Write for catalog and prices on complete line.**




Model No. 1

Instantly Adjustable From 26 to 38 Inches

**KARL MANUFACTURING COMPANY**

**32 IONIA AVENUE, S.W.**
**GRAND RAPIDS, MICHIGAN**

For More Information Circle No. 263

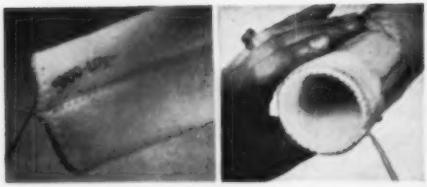
## For Every Press Cover User

**IT'S NEW!—IT'S BETTER**

**It's the**

# "DUO-LIFE"

**Double Weight Molleton Slip-On-Cover**



The extra heavy Molleton gives it body that makes the cover extremely durable and highly water absorbent. The top quality prevents shedding, linting and stretching.

Professional finishing provides the covers with flat seams and stitches that don't open or break.

Covers packaged in cellophane wrappers, acetate sheets included.

Extensive tests and reports from our distributors prove that "DUO-LIFE" is all that it claims to be.

**Why wait? Get DOUBLE USE for a SINGLE PRICE**

DUO-LIFE is available for all size presses. Ask your distributor or write directly to:

**Direct Image Aluminum Plate & Supply Co.**
**1321 West Gill Place, Denver 23, Colo.**

***ATTENTION DEALERS: Some territories still open for distributorships.***

For More Information Circle No. 213

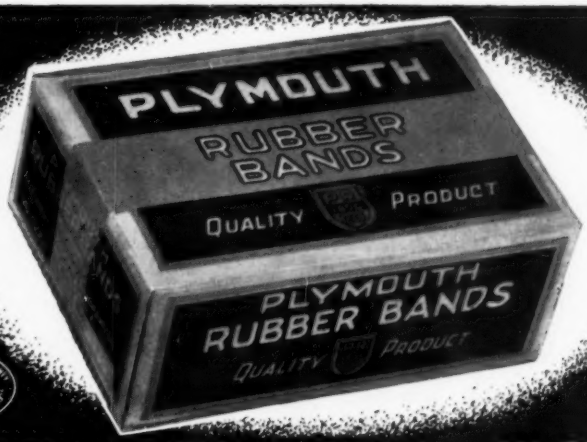

duced, among them: student microscopes, curling-iron heaters, bicycle luggage racks, metal match boxes, metal cigarette cases (probably the first made in this country) and an electric battery device for medical purposes. In three years the partnership gained sufficient recognition to warrant two important contracts: one with Cutler Co. for the manufacture of Cutler Mail Chutes; the other with George Eastman for the production of his first Kodaks. Cutler Mail Chutes were made by Yawman & Erbe until 1908, and Kodaks until 1895 when Mr. Eastman completed his own plant.

Schlicht & Field, a sales organization, engaged their services for the manufacture of the Shannon Arch File. This simple, single board file slipped into the cluttered world of the roll top desk and met with spectacular success. Yawman & Erbe, in 1883, had entered the field of office equipment. Rapid expansion followed and, in their own four-story building, they produced and patented, in 1889, an office duplicating

This photo, taken about 1883 by George Eastman with one of his first Kodak cameras, shows Philip H. Yawman and Gustav Erbe.

# A PEDIGREED BRAND

*Conforms to Federal Specifications*




Guaranteed by Good Housekeeping

PROMPT DELIVERY

OUTSTRETCH . . . OUTLAST . . . OUTSELL . . . ALL OTHERS

*Sold Only Through Recognized Wholesalers*

PLYMOUTH RUBBER COMPANY, Canton, Mass.

For More Information Circle No. 211

# KEY TO MOTOR DEPENDABILITY IN BUSINESS MACHINES . . .

*Special engineering* is the key to motor dependability in business machines . . . because it assures the exact mechanical and electrical requirements for the application. This is one of the reasons why more and more designers of leading business machines are turning to Lamb Electric Motors, which are *all* specially engineered.

*The Lamb Electric Company, Kent, Ohio*

*In Canada:* Lamb Electric–Division of Sangamo Company Ltd.–Leaside, Ontario

Lamb Electric

SPECIAL APPLICATION FRACTIONAL HORSEPOWER **MOTORS**

For More Information Circle No. 212

Sengbusch®

*Cordially Invites You to Relax*
*at Booth No. 85*
NATIONAL STATIONERY
*and*
OFFICE EQUIPMENT SHOW
*October 1st thru 5th*
CONRAD HILTON HOTEL, CHICAGO

☆

*"Oh, Yes!"—we will have Something NEW!*

☆

**SENGBUSCH SELF-CLOSING INKSTAND CO.**
**MILWAUKEE 3, WISCONSIN**

For More Information Circle No. 227

*"Sure, I can refill it! The FISHER* **1-for-All** *refill fits almost any ball point pen!"*

- **REDUCES INVENTORY**
- **PACKAGED 6 WAYS**

*Fits Most Ball Point Pens!*

Order from
YOUR STATIONER
Manufactured by
The FISHER PEN COMPANY, Chicago 12, Ill.

For More Information Circle No. 228



## Would you like a Branch Office in Paris?

I OPERATE and own in the center of Paris, 8th District a large modern 30-year-old business, specializing in the sale of typewriters, office furniture and systems including all office supplies. Well organized, well introduced and with an outstanding reputation, there is offered you the sales possibilities of my business in Paris and all of France. It may also be possible to manufacture your products in Paris.

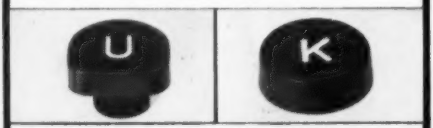
I AM LOOKING for an American manufacturer as a business partner, or other form of collaboration. Guarantees and references to your satisfaction. Send proposals to:

RONA
152, Champs Elysees
Paris, France

For More Information Circle No. 229



**INTRODUCING** ... Two keytops that will fit **all** typewriters listed. **You** profit, by cutting your inventory and save more on the **low** prices.




The new "UNIVERSAL" (left) for—
Remington 17, KMC, Superwriter, Noiseless; Underwood Noiseless;
L. C. Smith 2A, 6A, 7A, 8A; Royal KMM, KMG, HH; Underwood SS, 150;
R. C. Allen and I.B.M. In green only.

The "KEY COVER" (right) for—
Remington 10, 12, 16; L. C. Smith 8 to 1A; Royal X, SX, K, KHM, KMM; Underwood 5, 6, 11, M, S; Woodstock. In grey, green.

PRICE—1 set, $2.25; 12 sets, $2.00 ea.; 50 sets, $1.95 ea.; 100 sets, $1.80 ea.
**No discounts under 12 sets of any one style.**

**PEARL ENGRAVING CORP.**
**29 East 19th Street, New York 3, N. Y.**

For More Information Circle No. 230

machine, the Rapid Roller Copier. The next year saw their Universal card index file, followed shortly by the Y and E Vertical Filing Equipment.

Yawman & Erbe Mfg. Co. in 1912 was no longer a small organization. It occupied the first of the buildings which were to cover the 20 acres of today. This was the year to attack the roll top desk! The first flat top was christened the Y and E Efficiency Desk. Systemized card and letter file drawers, riding on patented Y and E metal drawer suspensions, brought old-fashioned, inconvenient pigeonhole filing to a timely end.

After World War I, steel became important in office equipment. Yawman & Erbe, already well advanced in steel construction, discontinued completely the production of wood. From the small Shannon Arch File board, the Y and E line had spread out to embrace every phase of office furniture and steel equipment for the sorting, filing and storing of records.

Plant of Yawman & Erbe Mfg. Co. in Rochester, N. Y.

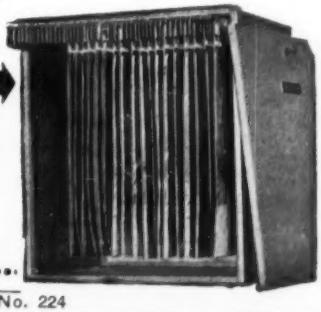
Now in its 75th year, the organization with its 500 or more employees and 20 acres of buildings, is guided by a progressive, forward-looking, management consisting of Douglas W. Gambrill, president; Charles W. Schreiber, executive vice president and David C. Borlen, vice president in charge of manufacturing. Robert Russell is chairman of the board of directors which includes many prominent Rochester businessmen.


**READ-A-FILE KEEPS YOUR STENCILS AND OFFSET PLATES ALWAYS AT SEE LEVEL**

The Read-A-File Cabinet is a protective file that keeps stencils and plates wrinkle-free. It permits full-length inspection and quick access to any one of up to 400 stencils or 200 plates. The hanger unit, with 50 clips, rides on ball bearings. Each clip is on its own rod and can be removed without disturbing the others. It's new and different.

DEALER INQUIRIES INVITED.

METAL SPECIALTIES, Incorporated
3547 Massachusetts Ave., Indianapolis 18, Ind.



For More Information Circle No. 224

MANUFACTURERS OF DURALUMINUM
MANY STYLES HOLDERS FOR HANDWRITTEN SNAPOUT FORMS
SAUNDERS MFG. CO., INC.
P. O. BOX 243
WINTHROP, MAINE

For More Information Circle No. 225

FIRST manually operated folder with fully automatic feed!

FOLDS 120 sheets per minute!

NEW, IMPROVED FULLY GUARANTEED!

Fold-O-matic
DESK MODEL FOLDING MACHINE

Write for complete Catalog of Duplicating Equipment and Supplies Manufactured exclusively by PRINT-O-MATIC CO., INC. 724 W. Washington Blvd Chicago 6, Ill.

For More Information Circle No. 226

# NEWS of the Industry

## White Named Acco President

Gerard D. White

At the annual meetings of stockholders and board of directors of Acco Products, Inc., the following were elected: Gerard D. White, president and general manager; Andrew Fraser, treasurer; Jack Moore, secretary. Two new members were elected to the board of directors: Judge Clark J. Adams of Pontiac, Mich., and William Weiss, Detroit attorney. Gerard D. White, Andrew Fraser and Jack Moore were reelected. Howard C. Meyer was reappointed as chief of the purchasing department and Herbert F. Harris as auditor.

## Heads Brunsviga

Carl-Georg Pfeffer

Brunsviga Maschinenwerk A. G., Braunschweig, Germany, announced the appointment of Carl-Georg Pfeffer as chief executive director, replacing Hans Joachim Runte, resigned. Mr. Pfeffer, who has been associated with Brunsviga for six years, has played a major part first in his capacity as sales manager in Germany and later director of Brunsviga Sales Co. Ltd., London, in the development and expansion of the company.

## President of Carter's Ink Co.

Carter's Ink Co. has named Nathan C. Hubley Jr. as its new president, succeeding Samuel D. Wonders who retired. Mr. Hubley joined Carter's as a clerk in the accounting department in 1937. By 1952 he had been successively appointed assistant treasurer, corporation clerk, vice president and general manager. He became a director in 1954. In accepting the presidency, he indicated that primary emphasis will be placed on planning the future growth and expansion of the company.

## Kraus Elects Walter Niles

Walter J. Niles

The board of directors of Kraus Automatic Machines Corp., manufacturers of automation machinery, announced election of Walter J. Niles as president, treasurer and director of the parent company and its two wholly-owned subsidiaries. Charles E. Kraus, who has acted as administrative and engineering head of the concern will devote full attention to engineering and development. Mr. Niles has been since 1950 president of SoundScriber Corp. and was previously president of Frederick Hart Co., now Daystrom Electric, Poughkeepsie. As an executive of North East Electric Co., Rochester, N. Y., he was closely associated with development and marketing the first electric typewriter in 1925. When International Business Machines Corp. acquired Elec-

COMING...

sold
and
serviced
exclusively
by
office
machine
dealers

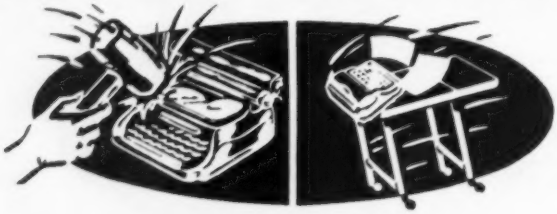
Johnston
ADDING MACHINE CO.

13343 SHERMAN WAY

NORTH HOLLYWOOD, CALIFORNIA

For More Information Circle No. 112

## TWO WAYS TO WRECK COSTLY OFFICE MACHINES...



# So, for SAFETY'S SAKE... put 'em on a TIFFANY STAND

Office machines are a big investment; why take chances by using them on flimsy, cheaply constructed tables or stands? Tiffany's unusually heavy, solid, angle steel construction eliminates machine accidents caused by tipped stands. Heavy metal castings anchor stand firmly to the floor. Open top design sends annoying machine noises away from operator, increasing office efficiency and morale.

**MODEL 5000**

*Also available in 35½" heights for stand up work.*

**MODEL 5000**—4 cup open top locks machine base to stand. Heavy iron castings cover casters and rest solidly on floor. Casters are retractable with positive action. Drop leaf attachable, flush with top or low for posting tray.

*With two drop leaves, Model 5002.*

***See your Tiffany Dealer or write for full color brochure showing all available stands***

***Often Imitated... Never Duplicated***

**Tiffany Stand Co.**

7350 FORSYTH
ST. LOUIS 5, MO.

For More Information Circle No. 171

tromatic Typewriters, Inc., in 1933, Mr. Niles became general manager of that subsidiary and in 1944 was made general manager of IBM's Poughkeepsie operations.

## New Bostitch Plant

Ground was broken Aug. 3 by Bostitch, Inc., for a new factory and headquarters in East Greenwich, R. I., which architectural engineers say will be the largest one-story factory in New England. The new plant, where Bostitch will manufacture its line of staples and stapling equipment, is scheduled for completion late in 1956.

## Bruning Vice President

Charles Bruning Co. has announced the appointment of Warren Coate, southwestern regional manager, as a vice president of the company. He started with Bruning in 1934 as a salesman in the company's Milwaukee territory.

## Hano Promotions

According to Norman L. Hanna, general sales manager, two promotions have been made in the sales department of Philip Hano Co. E. David Hinkley has been made midwestern sales manager and will make his headquarters at the new Hano branch plant in Mt. Olive, Ill. Harold J. Moynahan Jr., in the Hano dealer department since 1953, was named sales promotion manage with headquarters in Holyoke, Mass.

In honor of his election as Imperial Potentate of the Nobles of the Mystic Shrine, Walter C. Guy, Little Rock, Ark., Ditto dealer, was presented with a wristwatch by Sanger P. Robinson, vice president, Ditto, Inc.

## Priority for 1958 NOMA Show

The Office Management Assn. of Chicago advises exhibitors that participation in the 1956 OMAC Business Show

New quarter-million-dollar plant of Weber Addressing Machine Co. in Mount Prospect, Ill., four times the size of their present quarters, is expected to be big enough for five years. The firm started 26 years ago in one room in Chicago. Joseph Weber moved it to Mount Prospect in 1947.

takes on an added note of importance since it helps to establish for exhibitors their priority rights for the year 1958 when National Office Management Assn. will be in Chicago for its 39th annual international conference and exhibition. Those who exhibit in all three (1955, 56 and 57) OMAC shows will have 1958 option to the identical space occupied in 1957.

## Old Town Sales Executives

Key executive changes in the sales organization of Old Town Corp. were announced by Emmett L. Tabat, vice president in charges of sales and research. Colby Pollard is midwestern regional sales manager with headquarters in Chicago. Formerly with Uarco, Inc., and A. B. Dick Co., Mr. Pollard is nationally known for his work in sales training and sales management. Dawson A. Dockray is Chicago branch manager. He has been manager of Old Town's Boston branch the past five years. Fred T. Bowes is Boston branch manager. He was a national accounts manager for Old Town. Donald R. Converse is district sales manager in New England except for the metropolitan Boston area. He was associated with International Business Machines Corp. for 15 years. William S. Stromer Jr. is Dallas branch manager.

## Keytop Maker Moves

Pearl Engraving Corp., manufacturers of keytops for business machines, name plates and other supplies and accessories, have moved their factory and offices to 29 East 19th St., New York 3. Telephone is Algonquin 4-1760.

## New NOFA Chapters

Three new chapters of National Office Furniture Assn. brought the total NOFA chapters to 24. New ones are San Diego with Lee Brewer as president, Minneapolis, where Stanley Greenberg is president, and Southern Connecticut with Ray Long as president.

## Royal Appointments

W. W. Pennels, sales manager, Office Typewriter & Supplies Dept., Royal Typewriter Co., announced four appointments within the sales organization. L. G. Roberts, formerly district manager at St. Louis, is regional sales manager of the Great Lakes Division. R. H. Smith, formerly district manager at Wichita fills the vacancy created at St. Louis by Mr. Roberts' promotion. C. D. Sparwasser, formerly Great Lakes regional sales manager, has been appointed district manager of the Milwaukee branch. G. A. Broden, formerly distrist manager at Milwaukee, succeeds R. H. Smith at Wichita.

## Ditto Executives

Promotion of three sales executives to newly-created positions was announced by Ditto, Inc. Howard S. Hermanson is director of sales training, J. O. James is assistant general sales manager of field sales, and Fred H. Burkart is sales re-

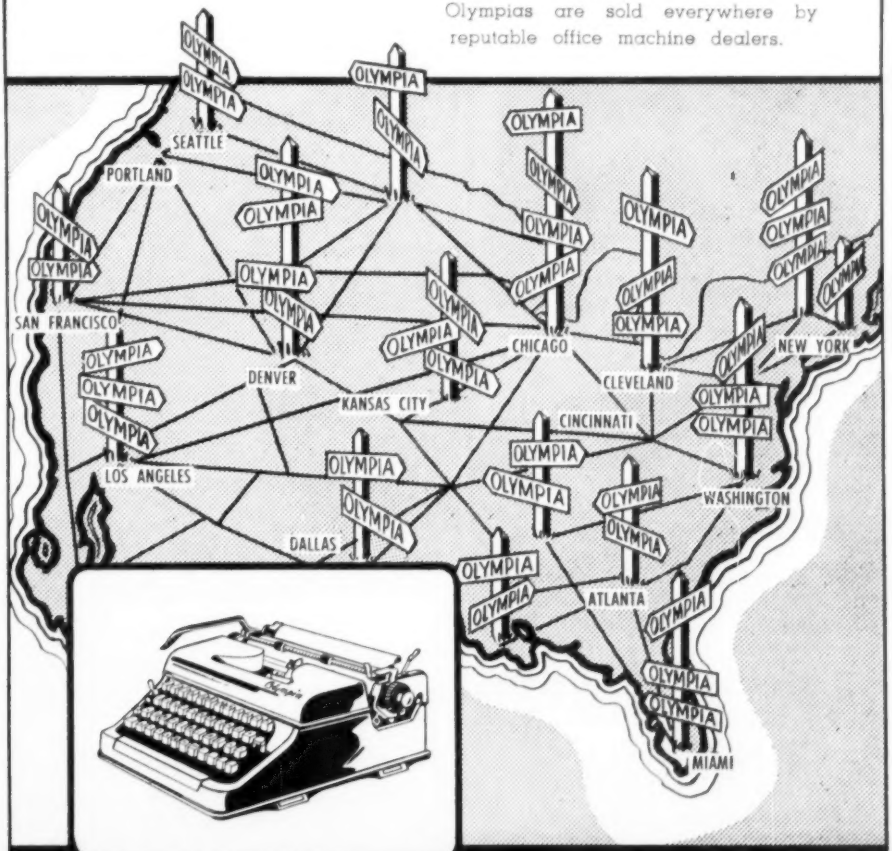
When Thomas Collators, Inc., introduced their new line of collating equipment recently, a series of sales meetings were held throughout the country with Thomas Collator distributors. This meeting comprised the eastern distributor group.

# Olympia

## TYPEWRITERS

*North, South, East and West*—in every part of the country—you will find world-famous Olympia Typewriters. Unexcelled quality and workmanship have made Olympia the Leader in its field. Users and Office Machine Dealers everywhere prefer the Olympia and will be proud to show you why.

Olympias are sold everywhere by reputable office machine dealers.




**INTER-CONTINENTAL TRADING CORP.**

**90 WEST STREET • NEW YORK 6, N. Y.**

For More Information Circle No. 177

# Big Numbers

boost efficiency

**FORCE Columbia**

**Automatically prints large, legible numbers on file folders, job tickets, time cards, etc., makes for easier reading, faster work. (Provides consecutive, duplicate or repeat numbering.) See your dealer or let us send our catalog—*"How to Select a Numbering Machine."***

**Specify FORCE for the Finest**

**WM. A. FORCE**
A COMPANY, INCORPORATED
216 NICHOLS AVENUE, BROOKLYN 8, N. Y.

For More Information Circle No. 236

# CASH REGISTER RIBBONS

*Illustrated price list on request*

•

**ROY B. LEE**
**Box 7015, Roseville Station**
**Newark 7, N. J.**

For More Information Circle No. 237


search and development manager. Joseph F. Meagher is manager of the Cleveland factory branch office. He replaces J. O. James, who was named assistant to L. A. Watkins, vice president, domestic sales, in the Chicago home office.

## At Haloid N. Y. Office

Donald L. Clark was appointed special assistant to Homer T. Hirst, branch sales manager of Haloid Co. John B. Hartnett, vice president in charge of sales and advertising, said Mr. Clark will be located in a newly established office in New York.

## Buys Magic Binding Posts

Bankers Box Co., Chicago, announced the purchase of inventory and manufacturing-distributing rights of Magic Binding Posts Co., Dearborn, Mich. As sole new owners of this company, founded in 1936, they will continue manufacture of binding posts for use with their long established Libery Record Storage Binders. The posts will carry the new trade name Magic Posts. All orders will be filled promptly by Bankers Box Co. and dealers are requested to write for prices. Magic Posts were invented by Harry A. Reichenbach, founder and president of Magic Binding Posts Co.

## Parts Firm Expands

Typewriter Equipment Co. has moved to new and larger quarters at 25 Park Place, New York 7. The company specializes in platens, parts and supplies for the office machine trade, having served dealers nationally since 1925.

## Arnot Offices in New York

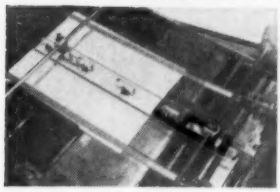
Aetna Steel Products Corp. announced the removal of sales offices and sales executive personnel handling Arnot Partition-ettes, Arnot Office-ettes and Arnot modular furniture components, from the Jamestown, N. Y., plant to the corporation's executive offices at 730 Fifth Ave., New York 19.

NOW FOR ALL Multiliths

# VISI-GUIDE

MASTER FEED CONTROL

Boosts Output, Cuts Spoilage
Easier Feeding ALL Stocks!



**FREE!**

Slash masking and setup time! Try 5 Base Line Masking Sheets free! For 1250, 1300, 2066-SD, LD! Write now, mention press!

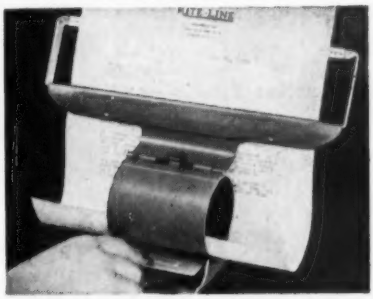
NOW run envelopes, or small, thin, slick, or curling stock *easily*—to hairline register! VISI-GUIDE's five free-rolling steel balls give *positive, continuous* control, prevent "bounce" or rebound! For Nos. 1200, 1250 only $19.95; No. 1300 $24.50; No. 2066 (2) $59.00, *postpaid* with check. 10-day money back guarantee! Write today!

**Dealers: Write for full information!**

**LITHO ENGINEERING & RESEARCH**
3241 Eastlake Dept. OM Seattle 2, Wash.

For More Information Circle No. 207





# RITE-LINE COPYHOLDER

**WITH THE NEW TELESCOPIC EYEGUIDE**

Accommodates all widths of copy from a machine tape to 20 inches. Price, including the new Telescopic Eyeguide: **$17.75** TAX EXTRA

**FREE TRIAL OFFER.** Write, asking us to send you a RITE-LINE Copyholder with the understanding you may return it without charge within ten days.

**RITE-LINE CORP.** 4209 39th Street, N.W. Washington 16, D.C

For More Information Circle No. 209



*Substantially Reduces*

# *NOISE*

*of Keyboard Graphotypes*

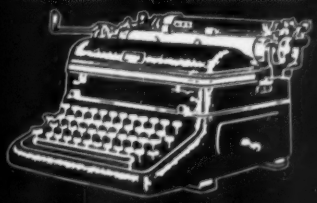
SOUNTROL Noise Reducing Hoods, the result of many years' research by acoustic engineers, protect workers from tiring noise—increase production and work accuracy. Your Graphotypes can be relocated for better work flow when noise is eliminated and machine's appearance is improved. SOUNTROL Noise Reducing Hoods do not increase floorspace, retard ventilation not interfere with machine servicing. Write for full information today!

**JARDIN ASSOCIATES, INC.**
**75 Maiden Lane, New York 7, N.Y.**

For More Information Circle No. 208



# TYPEWRITERS ALL MAKES



**REGALRITE BRAND RIBBONS AND CARBONS**

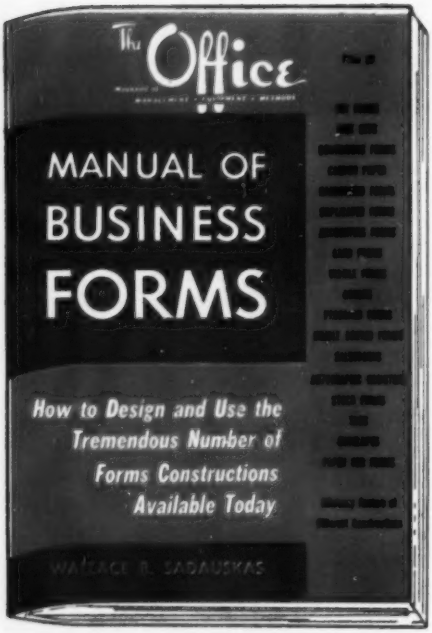
•

**THE UTMOST IN QUALITY**
**THE LOWEST IN PRICES**
Proven—Best by Test—Best for Less

•

**REGAL TYPEWRITER COMPANY, INC.**
200 HUDSON ST., NEW YORK 13, N. Y.

For More Information Circle No. 317




Learn all the basic principles of forms design and construction. Just published, illustrated with nearly 100 charts, examples and pictures, the Manual of Business Forms points out the many different varieties of forms available for use in business and industrial management.

For the first time, all the tremendous number of available forms constructions are described in a manner which allows the reader to select the best type for a particular business system. Time studies of forms processing operations are reduced to efficiency factor figures in easy-to-read charts which pinpoint the basic advantages and disadvantages of each type of construction. In addition, there are chapters on carbon paper, tags, envelopes and paper. Other chapters thoroughly cover duplicated forms, checks, pegboard forms, autographic registers, stock forms, manifold books, and many others.

The Manual includes many pages of informative advertising, providing a wide range of sources for the reader to use in selecting forms manufacturers and suppliers. $2 postpaid in U.S.A.

**Office publications company**

**232 madison avenue, new york 16**

## Wassell Distributors

Wassell Organization, Westport, Conn., announced the following appointments of distributors: I. C. Stanley, Wassell Lehigh Co., Allentown, Pa.; Joseph S. Killies, Wassell Indiana Co., Indianopolis; Thomas M. McConnell, Wassell Syracuse Co., Jamesville, N. Y.; Philip S. McCormick, Wassell Colorado Co., Denver; Donald Rider, Wassell Louisville Co., Louisville, Ky.

## A. B. Dick Promotions

A. B. Dick Co. has appointed E. P. Jordan Jr. to the new position of distributor sales manager; J. G. C. Creal, regional sales manager covering 15 key markets; Rudy P. Kaspar, west coast regional sales manager, and E. D. Duhamel, manager of sales engineering.

## 80,000 See English Show

The 43rd Business Efficiency Exhibition in London was the most successful that the Office Appliance & Business Equipment Trades Assn. ever held with a record crowd of 80,000, including hundreds of overseas visitors from at least 47 countries.

## Underwood Promotes Leather

N. J. Leather, formerly manager of commercial research in the Samas Punched Card Division of Underwood Corp., has been promoted to coordinator of data processing research and development for Underwood.

## To Make Adders in Brazil

Burroughs' Brazilian subsidiary, Companhia Burroughs do Brasil, Inc., active for over 30 years, has taken the initial steps in a long range program to manufacture Burroughs adding machines in Sao Paulo, it was announced by Ray W. Macdonald, vice president. Plans call for production of the latest models of the company's adding machine line with the plant in full production in about 18 months.


STOP STATIC ELECTRICITY with STATIKIL TRADE MARK
THE ORIGINAL — CANNOT BE DUPLICATED
GUARANTEED!
USED REGULARLY IN THE LARGEST PLANTS IN THE NATION
$2.00 per can $20.00 per case
Just Press Button and Spray
STATIKIL 1220 WEST 6th ST. CLEVELAND 13, OHIO
STATIKIL—A DIVISION OF THE J. E. DOYLE CO. Established 1914
For More Information Circle No. 247

PRINTERS—DEALERS—AGENTS
Offer your customers the best in custom made carbon interleaved business forms and second sheets. Also W-2 Forms and Envelopes — Bills of Lading — Purchase Orders — Voucher Checks — Repli Memos — Salesmen's Contact Reports ready for imprinting.
For complete information, write, wire, or phone 139 Howell Street, Dallas. Phone Riverside 5816.
ROGERSNAP TRADE MARK
BUSINESS FORMS
For More Information Circle No. 248

For Your Annual
TYPEWRITER ROLLER CHANGE
FUTURISTIC 5 STAR PLATEN
Insist on a "Futuristic" 5-Star Platen for Best Results
Manufactured and Distributed to Office Machine Dealers by
AMES SUPPLY COMPANY
Contact your Local Typewriter Dealer
For More Information Circle No. 249

3 PHONE PROBLEMS SOLVED—
1. *Safeguarding privacy.*
2. *Quieting the office.*
3. *Better hearing—noisy places.*

HUSH-A-PHONE
Model for all types of phones and dictating machines.
Write for Literature
HUSH-A-PHONE
65 Madison Ave.
Room 710
New York 16
For More Information Circle No. 250

Special offer to offices with adolescents and playful Jr. execs

It comes to our attention that firms afflicted with the above are not big buyers of Schlegel Pull Fasteners.

These office pests prefer rubber bands. Pull Fasteners are worthless for stinging secretaries and launching small missiles. Pull Fasteners are strictly business . . . for holding letters, legal papers, maps, plans, drawings—anything important—together *safely*.

You simply slip the loop around the pack, draw one end of the tough tape 'til the noose is snug. A washer holds the loop tight until you pull the other tape end to loosen. P.F.'s do not crimp or tear edges—won't rot, never seem to wear out. They cost almost nothing, come in 14 sizes. Mail your order today.

**How Schlegel Pull Fasteners Work**

Schlegel MANUFACTURING COMPANY
Rochester 7, N. Y.
Oakville, Ont., Can.

*Industrial Textiles Since 1885*
*"Complete engineering service against weather"*

For More Information Circle No. 267

## Victor Branch Managers

New branch offices in Houston and Westchester, N. Y., were opened by Victor Adding Machine Co. Walter F. Beisser is Westchester manager and Tolbert J. Bostick, Houston manager. Vice president A. F. Bakewell also announced promotion of George Mulholland and John K. Hardesty to managerial posts; Mr. Mulholland at South Bend and Mr. Hardesty in Atlanta.

## Marchant Wins 11th Award

The 1954 annual report of Marchant Calculators, Inc., won its 11th consecutive Merit Award in a yearly competition conducted by "Financial World," investment and business magazine.

## Globe-Wernicke Sold

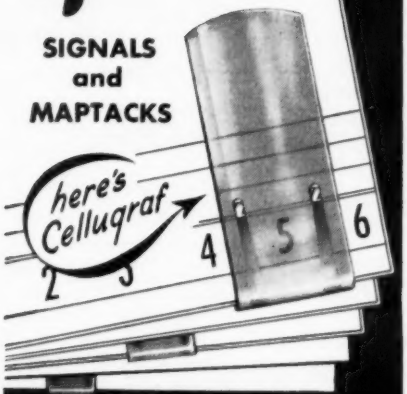
R. Herman Hammer, president and general manager, Globe-Wernicke Co., announced that the board of directors accepted an offer of City Auto Stamping Co., Toledo, for the sale of Globe-Wernicke Co. The latter will continue in Cincinnati as a subsidiary of City Auto Stamping Co. with no change in management.

P. F. McLaughlin, Allied Carbon & Ribbon Mfg. Corp., was honored at the NSOEA Wichita Convention by being made a lifetime member of the Midwest Travelers Club of which he was president 29 years ago. Congratulating him are Walter A. Wentworth, Allied's national dealer sales manager, and Dale Acheson (center) Allied midwest representative.

FIRST AID FOR AILING SYSTEMS

Graffco

SIGNALS and MAPTACKS




SEE YOUR OFFICE SUPPLY DEALER

George B. Graff Co., Cambridge 40, Mass.

For More Information Circle No. 220

The Handiest Gadget

precision pencil sharpener and tape dispenser "COMBI"

*A new idea in a desk accessory for OFFICE or HOME.*

**Any small roll of tape will fit into the base (up to ¾" width).**

A most practical combination for EVERY DESK—a perfect point with a twist of the wrist. Ask your stationer, or write to

**FRED BAUMGARTEN, Dept. X-7, STATION F, ATLANTA, GA.**

For More Information Circle No. 222

AN ADDING MACHINE

FOR ONLY $14.95

***The RELIABLE Addometer adds, subtracts, multiplies—does BIG work at LOW COST!***

Here's a bantam-weight, portable adding machine that handles figure work as speedily and efficiently as many big, expensive machines. Ideal for business record keeping, inventory work, payroll figuring, billing, checking receipts, etc.

**OUTSTANDING ADVANTAGES**

Adds, subtracts, multiples by *direct* action • Easy, speedy operation; instant dial clearance • 8-column capacity; totals always visible • Guaranteed satisfaction or money back.

***See your office appliance dealer, stationer, or write —***

**Reliable Typewriter & Adding Machine Co.**
**301 W. Monroe Street • Chicago 6, Illinois**

For More Information Circle No. 221

***AUTOCOPY Cleansing Cream***

Hectograph, mimeo and duplicator ink stains removed in 30 seconds! Pleasant, effective! Kind to hands; won't injure nail polish. Available in 6 oz. tubes, ½ lb. jars, 1 lb. cans or jars. Dealers write for complete catalog!

***AUTOCOPY, INCORPORATED***

**12150 South Peoria St., Chicago 43, Illinois**
**150 West 26th Street, New York 1, N. Y.**

**SAMPLE of AUTOCOPY CLEANSING CREAM will be sent to you FREE OF CHARGE—Just fill out Information below:**

Name of Company: .....

Address: .....

City & State: .....

Name & Title: .....

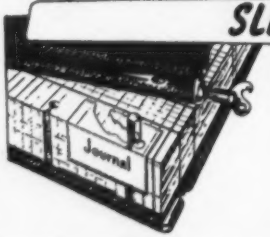
For More Information Circle No. 223

# 3 POPULAR LABELING PRODUCTS

— — — PERMA-STIK, the self-adhesive tube or strip-like label holder that is now open on three sides for greater utility. It will hold a card many times its own width. Very easy to use.
FOR BINS AND SHELVES—Available in three sizes.
PS-½ ½"x6" 30c per ft. PS-¾ ¾"x6" 35c per ft.
PS-1 1" x 6" 40c per ft.

**FOR RING BINDERS**
Smooth finished, durable metal construction—celluloid window protects and keeps label clean. Neat uniform appearance—lasts indefinitely.
SO-1 for 1" Ring Books..... .25c each
SO-1½ for 1½" Ring Books 30c SO-2 for 2" Ring Books 35c

## SLIP-ON LABEL HOLDERS




**FOR POST BINDERS**
There is a Vinyl Plastic Label Holder for every type of open back binder. Will not warp or curl—made to Slip-On any size post.
PBS—½" x 2½" .....$0.20 each
PBM—1" x 2½" ..... .25 each
PBL—2" x 2½" ..... .30 each

**OFFICE PRODUCTS, INC.**
9920 Freeland Ave. Detroit 27, Michigan
West Coast Distributor: Arch K. Ansty
171 2nd St., San Francisco 5

For More Information Circle No. 155

## "Paper Punches Every Office Needs!"

# CLIX
## 3-HOLE PAPER PUNCH

Simplest, surest paper punch made. Punches all 3 holes for 3-ring binder sheets at a single squeeze. No adjustments to make, no gauges to set, no places to mark. Insert sheets and squeeze! Weighs less than 16 ounces; fits brief case or desk drawer. $3.75 list.

*MODEL 3 . . Punches 3 holes ¼" dia., spaced 4¼" on centers, ¼" from back binding edge — standard spacing 11" x 8½" sheets.*

# CLIX
## 1-HOLE PAPER PUNCH

Personal paper punch for individuals, home, office and industry. Light pressure of thumb punches clean ¼" hole instantly in paper, light cardboard, etc. Ideal for punching tickets, tags, restaurant checks. 24 in counter display carton. 60 cent list.

*MODEL 100 . . . Punches ¼" hole, ¼" from binding edge.*

*Order from your Stationer or Office Supply Dealer*

NEW ENGLAND PAPER PUNCH CO., NATICK, MASSACHUSETTS
WESTERN REP.—HARRY HENKEL ASSOC., 1355 MARKET ST., SAN FRANCISCO

For More Information Circle No. 156

## Ennis-American Officers

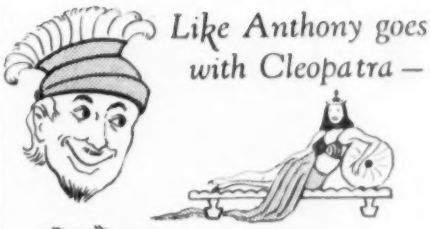
Ennis Tag & Salesbook Co. announced that G. G. Dunkerley, who served as president since he founded the company in 1909, is now chairman of the board. Garner Dunkerley Jr., formerly executive vice president, is president. Other officers are Homer C. McElroy, senior vice president and general manager of the eastern division; J. H. Hawkins, senior vice president in charge of production; L. F. Gehrig, vice president and controller; J. Hubert Marcia, vice president and general sales manager. Officers elected by American Carbon Paper Mfg. Co. are G. G. Dunkerley, chairman of the board; Garner Dunkerley Jr., president; Homer C. McElroy, senior vice president and general manager of the eastern division; W. R. Schween, senior vice president and general manager of the Ennis factory; L. F. Gehrig, secretary and treasurer.

## Corry-Jamestown Expansion

Plans for the immediate construction of a $450,000 plant to convert a similar unit to assembly line production of Steel Age filing cabinets were announced by David A. Hillstrom, president and chairman of the board of Corry-Jamestown Mfg. Corp. The new plant will be identical in size and construction to the first two units of the expansion program which began in 1950.

## Dealers' Sales Schools

A detailed review of products of the Dealer Sales Division of Remington Rand Inc., and effective sales and merchandising techniques, were the basis of a series of meetings at the Hotel William Byrd, Richmond, Va., and the Kentucky Hotel, Louisville, for dealers and their salesmen. Conducted by H. W. Barnes, director of sales education for the Dealer Sales Division, assisted in Richmond by E. S. Benton and R. L. Watkins, managers, and C. W. Mitchell, representative. In Louisville he was assisted by S. P.


Write Master

RIBBONS go with

Write Master

CARBONS

WRITE MASTER RIBBONS and WRITE MASTER CARBONS are a perfect love match . . . because Typists love working with them.

WRITE MASTER RIBBONS give you clean, sharp impressions and long-lasting economy. Each ribbon is *two full yards longer* than standard ribbons. WRITE MASTER CARBONS produce easy-on-the-eyes copies. Smudge-free and easy to handle.

You'll be proud of your correspondence when you use the WRITE MASTER twins. Insist on WRITE MASTER. If your dealer tries to sell you a "just-as-good" brand, write direct to us.

**PEERLESS IMPERIAL CO., Inc.**

General Office and Factory:

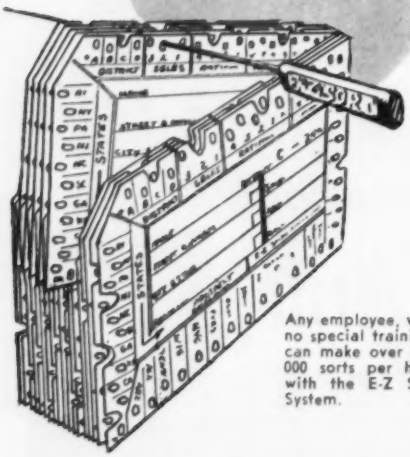
36 Peerless Place, Newark 5, New Jersey

N. Y. Office: 13; 110 Franklin St.

Detroit 18, 37 Linden St., River Rouge, Michigan

For More Information Circle No. 255

# E-Z SORT has the ANSWER to your PROBLEM



Any employee, with no special training, can make over 60,000 sorts per hour with the E-Z Sort System.

**CONTROLS . . . SIMPLIFIES . . . EXPEDITES**

No matter what records you now keep, you will widen your controls, simplify your systems and expedite whatever work your records control—by switching to the E-Z Sort System.

Let us demonstrate the advantages you can gain with E-Z Sort records, tailor-made for any of your office or plant procedures. Write today for facts.

**E-Z SORT SYSTEMS, LTD.**
45 Second St., Dept. 3, San Francisco 5, Calif.

**Sole MANUFACTURERS of E-Z SORT Systems.**
**Over 50 Offices to Serve You.**
For More Information Circle No. 238


Bland and C. C. Harris, managers, and D. R. Wells, C. E. Bricker and J. P Fanning, representatives.

## Davidson Distributors

Davidson Corp. has appointed the following sales and service distributors for Davidson Dual-Lith: Craftsmen Machinery Co., Boston; Duplico Co., St. Louis; Photo Offset Plate Service, Louisville, Ky.

## Clary Uptown N.Y. Manager

John J. Walsh was appointed manager of the New York uptown branch, at 12 East 44th St., of Clary Corp. He formerly managed branches in San Francisco, Houston and Cleveland and supervised sales training and sales promotion from the home office. During the past year he directed branch wholesale operations at the Philadelphia branch.

## Borroughs District Managers

Appointment of William Spittle and Bob Cody as district sales managers of Borroughs Mfg. Co., manufacturers of steel shelving and steel office furniture, Kalamazoo, Mich., was announced by George Bennett, general manager. Mr. Spittle's territory embraces Mich., Ind., Ohio, Ky., W. Va., western Pa. and N. Y. State, excluding N. Y. City. Mr. Cody, formerly eastern sales supervisor, has Wis., Minn., Iowa, Mo., N. Dak., S. Dak., Nebr., Kans., Mont., Wyom. and Colo. Borroughs is a subsidiary of American Metal Products Co., Detroit.

## Acquires Sunset-McKee Co.

Purchase of the assets of Sunset-McKee Co. and the formation of a new Pacific division of Standard Register Co., Dayton, Ohio, was announced by M. A. Spayd, president. The newly acquired concern operated plants at Oakland and Glendale, Calif. Mr. Spayd announced the election of Barrett B. Klopfer as vice

# C-THRU

**the Quality Line of STURDY, TRANSPARENT PLASTIC**

**RULERS • TRIANGLES**
**T-SQUARES**
**PROTRACTORS and**
**OTHER RULING, DRAWING and COMPUTING DEVICES**

*Write for Free Catalog*

**C-THRU RULER CO.**
Hartford, Conn., U. S. A.

For More Information Circle No. 203

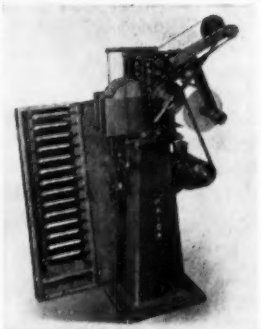
# SPECIAL MACHINES

**for the MANUFACTURE of**

**CARBON PAPERS**

**TYPEWRITER RIBBONS**

**DRY STENCILS**



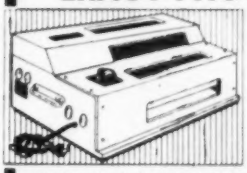
Ribbon Inking Machine

**Manufacturing Information and Formulas Furnished.**

**HAIDA ENGINEERING CO.**
**34-11 VERNON BOULEVARD**
**LONG ISLAND CITY 6, N. Y., U. S. A.**

For More Information Circle No. 204

# *NEW!* Bantam Model EXACT-PHOTE-COPY



**DRY**
Process Unit

Gives you DRY photo copies in your own office or plant in seconds.

**Light Weight Portable $225.**
low priced at only
**Use it anywhere. 100% portable. Weighs only 22 lbs.**

**ONE UNIT DOES EVERYTHING**
and does it *automatically!*

- No darkroom
- No fumes
- No washing
- No fixing
- No drying
- Simple to operate
- Get 60 to 90 copies per hour
- 9" wide x any length
- 1-side or 2-sides

MADE IN U.S.A. LIFETIME GUARANTEE

WRITE FOR FREE CATALOG

**GENERAL PHOTO PRODUCTS CO., INC.**
15 Summit Ave., Chatham, New Jersey
Specializing in the manufacture of dry and wet process photo copy equipment & supplies.

For More Information Circle No. 205

## *PAYCHECK "OUTLOOK" ENVELOPES*

***Eliminate Time and Expense of Addressing, also Chances of Error.***

Paycheck "Outlook" Envelopes are absolutely opaque, essential when wages are paid by check. Nothing shows but the employee's name. This improves personnel relations.
Send us check you now use and we will submit sample Paycheck "Outlook" Envelope and prices based on your estimated yearly requirements.

**OUTLOOK ENVELOPE CO.,** *Est. 1902*
Originators of "Outlook" Envelopes
1001 W. Washington Blvd., Chicago 7, Illinois

For More Information Circle No. 206

# Advertise to 75 DIFFERENT MARKETS in.....

**for office equipment and supplies**

During 1954 calculating machines valued at $743,388 (FOB plant) were exported to France from the USA. $94,762 of metal office furniture went to Saudi Arabia and 98,636 boxes of carbon paper left for the Philippines. France, Saudi Arabia and the Philippines are but three of the 75 countries and regions listed below where every autumn OFFICE EQUIPMENT EXPORTER is enthusiastically received and acted upon by all office equipment importers, dealers and specialists. These countries buy both high and low priced items.

Afghanistan
Alaska
Algiers
Arabia
Australia
Austria
Belgium
Belgian Congo
British East Africa
British Guiana
British Honduras
Burma
Canada
Ceylon
Cyprus
Denmark
Egypt
Ethiopia
Finland
Formosa
France
French Guiana
French Africa
Germany
Gibraltar
Great Britain
Northern Ireland
Greece
Haiti
Hawaii
Hong Kong
Iceland
India
Indonesia
Iran
Iraq
Ireland
Israel
Italy
Japan
Kenya
Lebanon
Liberia
Luxembourg
Libya
Madagascar
Madeira Island
Malaysia
Malta
Morocco
Nepal
Netherlands
Netherland West Indies
New Zealand
North Rhodesia
Norway
Pakistan
Philippines
Portuguese Africa
Puerto Rico
Siam
South Sea Islands
Southern Rhodesia
Sudan
Surinam
Sweden
Switzerland
Syria
Tanganyika
Tunisia
Turkey
Union of South Africa
Viet Nam
West Indies
Yugoslavia

**OFFICE PUBLICATIONS CO.**

**232 Madison Avenue, New York 16**

For More Information Circle No. 162

president in charge of the Pacific division, and the appointment of Mark A. Smith as sales manager.

## Duplicating Sales Manual

"Duplicating Supplies and Equipment and How to Sell Them," Manual 19 in the sales training series of National Stationery & Office Equipment Assn., will be issued in time for the dealer sales training programs which usually start about the first of September after the summer recess. A separate Leader's Guide assists the sales manager in conducting meetings around the manual.

## Wholesale Super-Market

Utility Supply Co. will open a self-service wholesale distribution center for dealers at 641 W. Lake St., Chicago, this month. Retailers will be able to select from thousands of items in standard packages on open shelves and check out in super-market style. Office machines and furniture will be included. The firm is 50 years old this year.

## Harold J. Hoffman

Harold J. Hoffman, 54, president, Smead Mfg. Co., passed away suddenly August 10 at Buffalo, N. Y., while attending an industry meeting. Mr. Hoffman joined Smead in 1916 and succeeded his father as president in 1954. He was a member of various industry foundations and groups, including several travelers' clubs, many horsemen and cattle groups, a member of the board of Stock Yards National Bank and Hastings National Bank, and president of Salve Regina Memorial Hospital's advisory group. He was one of the prime movers in the establishment of the local hospital.

## Richard B. Vail

Richard B. Vail, 60, chairman of the board of Vail Mfg. Co., Chicago, died July 29. Mr. Vail had served two terms in Congress, being elected in 1946 and 1950.

COTTERMAN TUBULAR WELDED STEEL SAFETY LADDERS
For Filing Rooms, Stock Rooms, Vaults.
Strong—Easy to Move, Easy to Climb.
Mounted on Swivel Brake Casters which allow the ladder to be rolled freely when no one is on it. When you step on the ladder the rubber cushioned legs rest on the floor and prevent rolling. Made in 7 heights—3 widths. Send for Circular 53-O and prices.
I. D. COTTERMAN, Mfr.
4535 N. Ravenswood Ave.
Chicago 40, Ill.

For More Information Circle No. 283

your best bet is nuAids

nu-Arc Static Eliminator 12-oz. can $2.25

nuArc Clearview Glass Cleaner 12-oz. can $1.00

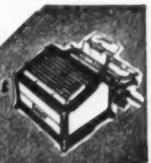
Static Eliminator ends static nuisance, speeds up production. Clearview Glass Cleaner keeps all glass clean and dust-free. Both in spray cans.

nuArc Co., Inc., 824 S. Western Ave., Chicago, Ill.

For More Information Circle No. 284

Burroughs

*Select Rough — Rebuilt*



- Bookkeeping
- Calculating
- Accounting
- Adding and Billing machines bought, sold, rented, repaired or reconditioned. Write for current prices.

ACME ADDING MACHINE SERVICE & SALES
580 BROADWAY, NEW YORK 13, N.Y.
COD Since 1927 WO 4-1240 • cable: Hodgmach

For More Information Circle No. 285

FREE DIES AND PROOFS
GENUINE ENGRAVED LETTERHEADS $15.00 FOR 1000
Genuine ENGRAVED BUSINESS CARDS 500 $11 • 1000 $15
BUSINESS ANNOUNCEMENTS 500 ONLY $28
MANUSCRIPT COVERS $3.00 FOR 100
CLIP YOUR LETTERHEAD TO THIS AD... MAIL FOR FREE PROOF
DEWBERRY ENGRAVING CO.
807 SO. 20th ST., BIRMINGHAM 5, ALABAMA

For More Information Circle No. 286

# ·ADVERTISERS·


Acco Products, Inc. 54
Acme Adding Machine Service & Sales Corp. 231
Addo Machine Co. 132
Alexander Hamilton Institute 4
Allen Business Machines, Inc., R. C. 28, 29
Alliance Rubber Co. 15
Allied Carbon & Ribbon Mfg. Corp. 59
Amberg File & Index Co. 208
American Dictating Machine Co. 13
American Hair & Felt Co. 195
American Lithofold Corp. 26
American Numbering Machine Co. 39
American Pencil Co. 14
Ames Supply Co. 223
Arnot-Jamestown Division 35
Atlas Stencil Files Corp. 184
Aurora S.P.A. 32
Autocopy, Inc. 225

Baltimore Business Forms Co. 31
Bankers Box Co. 176
Bates Mfg. Co. 62
Baumgarten, Fred 225
Bernay Products Co. 196
Bohn Duplicator Corp. 163
Bomont, Inc. 194
Borroughs Mfg. Co. 152
Brown Paper Co., L. L. 24
Bruning Co., Charles 89
Bud Type Cleaner Co. 172
Budlew Products Co. 208
Burroughs Corp. 83

Calculator Equipment Corp. 58
Can-Pro Corp. 201
Carter's Ink Co. 190, 191
Challenge Machinery Co. 129
Clark, Inc., Keith 206
Clary Corp. 36
Codo Mfg. Corp. 150
Collamatic Corp. 106
Cole Steel Equipment Co. 142, 143
Colonial Carbon Co. 180
Columbia Ribbon & Carbon Mfg. Co. 66
Consolidated Business Systems, Inc. 171
Copease Corp. 33
Copy-Craft, Inc. 135
Cotterman, I. D. 231
Coxhead Corp., Ralph C. 151
Cramer Posture Chair Co. 139
C-Thru Ruler Co. 229

Dashew Business Machines, Inc. 169
Davidson Corp. 17
Dennison Mfg. Co. 34
Dewberry Engraving Co. 231
Dick Co., A. B. 101
Dictaphone Corp. 117
Diehl, G.m.b.H., Heinrich 141
Dillon-Ford & Co. 12
Direct Image Aluminum Plate & Supply Co. 210
Ditto, Inc. Inner Back Cover
Dixon Crucible Co., Joseph 109
Dolin Metal Products, Inc. 188

Eastern Corp. 30
Esleeck Mfg. Co. 19, Facing 86, 87
Evans Specialty Co. 126
E-Z Sort Systems, Ltd. 228

Fabbrica Addizionatrice Italiana 177
Faber-Castell Pencil Co., A. W. 136
Faber Pencil Co., Eberhard 123
Facit, Inc. 18, 165
Felt & Tarrant Mfg. Co. 137
Fisher Pen Co. 212
Force & Co., Wm. A. 220
Force Western, Inc. 26
Fototype, Inc. 197
Frankel Mfg. Co. 63
Friden Calculating Machine Co. 53
Frumkin, Michael 197

Gates Associates 168
General Binding Corp. 131
General Photo Products Co. 229
Gestetner Duplicator Corp. 67
Gonco Mfg. Co. 192
Graff Co., George B. 225

Haida Engineering Co. 229
Haloid Co. 112
Hamann Calculating Machine Co. 41
Hammermill Paper Co. 97
Hano Co., Philip 133
Harris-Seybold Co. 84, 85
Hearthside Industries 130
Heat-Timer Corp. 20
Hedman Co. 27
Heyer Corp. 120
Hush-A-Phone Corp. 223
Hygienic Dental Mfg. Co. 207

Industrial Shredder & Cutter Co. 153
Ink Specialties Co. 174
Inserting & Mailing Machine Co. 23
Inter-Continental Trading Corp. 219
International Cash Register & Parts Co. 206
Invincible Metal Furniture Co. 44

Jardin Associates, Inc. 221
Johnston Adding Machine Co. 215

Karl Mfg. Co. 209
Kee-Lox Mfg. Co. 37
Kel-Mor Lectern Co. 199
Kil-Klatter 195

Lamb Electric Co. 211
Lansdale Products Corp. 20
Lee, Roy B. 220
Letterex Corp. 175
Litho Engineering & Research 221

Manpower, Inc. 201
Marchant Calculators, Inc. 173
Meilink Steel Safe Co. 178
Metalcraft, Inc. 200
Metal Specialties, Inc. 213
Milwaukee Metal Furniture Co. 40
Mim-E-O Stencil Files Co. 200
Minnesota Mining & Mfg. Co. 56, 98, 166
Modern Business Forms Mfg. Co. 182
Moore, Inc., P. O. 199

National Blank Book Co. 11
National Business Show 179
National Cash Register Co. 3

National Litho Forms Co. 154
Neenah Paper Co. 38
Nekoosa-Edwards Paper Co. 103
Newark Printing Co. 125
New England Paper Punch Co. 226
Norta Distributing Co. 206
Nu-Arc Co. 231

Office Products, Inc. 226
Office Publications Co. 222, 230, 233
Old Town Corp. 57
Olivetti Corp. of America 145
Outlook Envelope Co. 229
Ozalid, Div. of General Aniline & Film Corp. 55

Pearl Engraving Corp. 212
Peerless Imperial Co. 227
Perma Products Co. 199
Phillips Process Co. 144
Pitney-Bowes, Inc. 105, 127, 187
Plastic Binding Corp. 94
Plymouth Rubber Co. 211
Polychrome Corp. 124
Posting Equipment Corp. 149
Pres-To-Line Corp. of America 134
Print-O-Matic Co. 213

Rapid Roller Co. 42
Regal Typewriter Co. 221
Regna Cash Registers, Inc. 61
Reliable Typewriter & Adding Machine Co. 225
Remington Rand, Inc. 68
Revelation Plastics, Inc. 22
Rex-O-Graph, Inc. 146
Rite-Line Corp. 221
Roberts Rubber Co., Weldon 207
Rogersnap Business Forms 223
Rol-Dex Division 204
Roller Press 25
Roll-O-Graphic Corp. 148
Rona 212
Rose Ribbon & Carbon Mfg. Co. 185
Royal Typewriter Co. 118, 119

Saunders Mfg. Co. 213
Schlegel Mfg. Co. 224
Schwab Safe Co. 208
Schweitzer, Inc., Peter J. 60
Sengbusch Self-Closing Inkstand Co. 212
Serolite Corp. 196
Shaw-Walker 21
S & M Distributing Co. 196
Smead Mfg. Co. 183
Smith Co., Charles C. 208
Smith-Corona, Inc. Inner Front Cover
Speed-O-Print Corp. 65
Spot Carbon Products 198
Standard Duplicating Machines Corp. 111
Staplex Co. 189
Statikil Div., J. E. Doyle Co. 223
Stewart & Co., R. A. 16
Stile-Craft Manufacturers, Inc. 203

Storms Co., H. M. 193
Syntron Co. 170
Systems & Procedures Assn. of America 115

Tab Products Co. 147
Thomas Collators, Inc. 90, 91
Tiffany Stand Co. 216
Times Facsimile Corp. 186
Typewriter Equipment Co. 206

Underwood Corp. Outer Back Cover
United Community Campaigns 146

Victor Adding Machine Co. 181
Victor Safe & Equipment 64
Visi-Shelf File, Inc. 128
Vogel-Peterson Co. 138

Wale Floating Nozzles 25
Warner, H. A. 201
Wassell Organization 155
Watson Mfg. Co. 204
Wausau Paper Mills Co. 140
Weber Addressing Machine Co. 43
Webster Co., F. S. 93
Wheeler Insulated Wire Co. 196
Worden Co. 199

**BIND your copies of THE OFFICE and save time looking for things in past issues. Two binders hold the entire year's issues with the complete index in the last copy (June and December) in each binder. Send $3 for your set of two binders (not sold singly) to Office Publications Co., 232 Madison Ave., New York 16.**

*If this issue of THE OFFICE arrives late or appears different in any way, it is with good reason. Our printing plant is in an area devastated by last month's floods. That this copy was printed at all is to the credit of a group of loyal men and women, among whom was suffered a tragic loss of life and property.—Ed.*

# As We See It

## *Too Many Clerks???*

THE RECENT SENATE hearings in the Talbott case focused public attention on certain aspects of clerical management and paperwork that does not usually make front-page news. The most interesting revelation was the report that a management engineering survey indicated most businesses today have a 28% surplus of clerical workers.

This is an interesting disclosure in view of the persistent complaint voiced by office managers the country over to the effect it is still very difficult to obtain competent office help. We are not suggesting that you immediately discharge 28% of your clerical staff (although some surprising results might develop). What such a survey indicates is that office executives are not exploiting to the fullest the clerical talents at their disposal. It defies the very nature of management when a 28% labor surplus exists, frequently in the same organization that is seeking additional clerical employees.

Management becomes occasionally bogged down in its technical aspects, described in such lingo as span of control, hierarchy, unity of command, size, limitations of a mass operation, etc., etc. It frequently fails to consider that the people processing paperwork in their offices are human and they overlook the enormous potential productivity of each individual if properly tapped. This can spell the difference between efficient and inefficient clerical work.

Partly responsible for any office worker surplus in individual enterprises and government is the excessive layering in the clerical hierarchy and the empire building which breeds unnecessary reports and forms. Delegation is almost a holy term these days but it can be carried too far and failure of office executives to pay sufficient attention themselves to details on the firing line can rapidly build up an excessive office force.

It is sometimes cited that the march of automation will relieve many of the present office jobs at the clerical level. Office management veterans recalling pioneer days of punched card tabulating are a little skeptical of this. There, too, one of the great supposed advantages was to be a reduction in the average clerical work force. By and large, the opposite took place and it was often found necessary to engage more people to process the increased production resulting from the new installation. This is entirely possible with the new data processing systems.

*Even in these days of Automation . . .*

# IT'S THE COPIES THAT GET THINGS DONE!

Amazing "electronic brains" store vast quantities of data and perform prodigious calculations at lightning speed. Yet the vital facts and figures which they produce are of no value until placed in the hands of the people who need and use them.

This calls for fast, efficient duplicating equipment. Today as always, DITTO stands supreme in the systems and short-run duplicating field. Thus DITTO and electronic computers work hand in hand in the constantly accelerated approach to the automatic office.

**To find out how DITTO will fit into your office procedures simply attach this ad to your letterhead and mail to DITTO, Incorporated, Attn. Mr. Finley, or call the local DITTO office listed in your classified phone book.**

**DITTO®, Inc.**
**665 So. Oakley Blvd. • Chicago 12, Illinois**

For More Information Circle No. 180

# New Underwood Desk Stabilizer ends "desk wobble," costs only $4.95

Underwood's new Desk Stabilizer eliminates desk vibration, turns a wobbly typewriter platform into a firm, steady typing support.

Eye strain, frayed nerves and vibration errors are reduced; higher quality work is assured.

Underwood's Desk Stabilizer offers a sure way to get better work out faster with less fatigue. Order the new Underwood Desk Stabilizer from your Underwood Office. You'll find the number in your phone book. Order yours today!

- **Adjusts from 17 to 31 inches**
- **Automatic, self-locking mechanism**
- **Instant finger-tip release**
- **Smooth, no-snag, all-metal construction**
- **Positive support . . . no slippage**
- **Supports over 200 pounds**
- **Telescopes to fit in any desk drawer**
- **Mar-proof rubber top bumper and floor base**

UNDERWOOD SUPPLY DIVISION
UNDERWOOD CORPORATION

One Park Avenue, New York 16, N. Y.

For More Information Circle No. 257